

# The CEO's Toolbox

A series of counter-intuitive tactics that help you increase market share, maximize profitability, and discover hidden opportunities.

<https://vladtseytkin.com>

## TOOL 1 DISTINCTIONS

We're beginning the exploration of the CEO's toolbox. The first tool is DISTINCTIONS.

Jay Abraham is a marketing legend of our time who consistently applied amazingly simple distinctions to his clients' marketing. One example is Jay's famous "Three ways to grow a business". A simple distinction has revolutionized thousands of companies. It would literally cost you \$1,000,000 if you wanted Jay Abraham to personally help you apply the distinction to your marketing and sales.

Here is the very \$1,000,000 worth distinction. When you think of your marketing and business activities, make them fall into one of the following three categories:

1. Getting more customers.
2. Make each customer to buy more at each purchase.
3. Make each customer to buy more often.

Seemingly simple, this will quickly help you keep focus and boost revenues and profits.

This practically means that you would never look for a strategy to just grow revenue or increase your customer base in general. You would have to be more specific than that. Namely, you would look for a strategy to specifically meet one of the mentioned three objectives. This is because each aspect of revenue generation has its own set of proven strategies, and it's so much more rewarding to explicitly target one aspect at a time.

Another example is Michael Porter's concept of Competitive Strategy. It's just a series of "simple" distinctions to be applied to your business, that's all it is. Its simplicity doesn't diminish Michael Porter's brilliance. It usually takes a genius to discover the most basic and the simplest, yet the most profound and impactful ideas.

The Competitive Strategy enables you to see your business in a light of the following distinctions:

1. Value (the benefit to people or companies.)
2. Target (the target audience; who the value is for.)
3. Needs or Wants (the exact needs or wants of the target audience the value is addressing.)
4. Access (how exactly the target audience is accessing the value; the communication chain and the delivery and consumption mechanisms etc.)

Again, seemingly simple, when applied explicitly, this distinction will enable you to see your business in a new light and take it to an entirely new level.

Such is the power of distinctions: astounding simplicity, effortless innovation, profound impact on your bottom line.

This is not about any specific set of distinctions. Jay Abraham's and Michael Porter's distinctions are brought as common examples. It's rather

about realizing which area in your business needs the biggest improvement in the shortest period of time, and coming up with a set of distinctions that will help you transform your business almost immediately.

The distinctions may be “borrowed” from greatest companies and greatest minds, or “generated” from scratch for your company, for your unique situation.

Distinctions slice up the wealth of business phenomena, allowing us to laser-focus on a specific part or aspect, effectively shedding a new light so that we see things in a way we haven’t seen before, which in turn enables us to develop a novel approach, rooted in this new view of the business phenomena.

Discover critical sets of distinctions specifically for YOUR business and apply them, to make a difference.

**For in-depth coverage and examples**, see “Superior Economic Performance & Profitability” by Vlad Tseytkin.

**I’m inviting you to a conversation:** <https://vladtseytkin.com/contact>

Yours truly,

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