



# *Show Me The Money!*



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**On doing a DVR ...**

**The DVR is one of the tools from the (x10 Thinking + x10 Selling) toolkit.**

# The (x10 Thinking + x10 Selling) Toolkit

**INSTRUCTIONS:** To multiply your selling by ten you first have to multiply your thinking by ten.  
Use the x10 Toolkit. There are ten tools and two switches. Start with the switches.  
Then there are 3,628,800 possible combinations of using these ten tools.

**The x10 Thinking Switch**

*cvvs2bvs*

**x10**

**The x10 Selling Switch**

*uncheck2check*

**The GBB: How to Think Outside the Square:**

Good x10      Bad x 10      Better x 10

**The FTI: Fire This Idea**

How To Solve the Wicked Problem of Innovation!

**The x10: Multiply Your Life By Ten.**

How To Find Ten More Alternatives Than You Thought!

**The TPF: How to See Ten Possible Futures.**

How To See Much Farther Into The Many Possible Futures!

**The CPV: Escaping From Your Own Point-Of-View**

How To See The Customer's Point of View.

**The EFU: The Escape From Uncheck**

The EFU is the Real Physics of Business.

**The BSP: BIG SALES PROBLEMS**

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**The DVR: What is the Real Value of x10 Thinking and x10 Selling?**

DVR = Dollarization. Valuation. Return.

**The RPV stands for Replicator Point of View.**

The RPV Seeks to Answer: *How do Customers Replicate?*

**The HWS: How to Show Proof of WOMBAT Selling.**

## **THE DVR**

**What is the real value  
of (x10 Thinking + x10  
Selling)?**

**DVR** stands for  
**Dollarization.**  
**Valuation.**  
**Return.**

***Show me the money!***  
***Show me the money!***

That was the mantra  
from the movie.

Using the x10 value-  
creation tools is how we  
convert our daily  
resources of (time +  
energy) into value.

We can do this by using the ***cvs2bvs*** thinking switch, and the ***uncheck2check*** selling switch.

Also the GBB, the EFU, the TPF and the rest of the x10 toolkit.

However, it is necessary to pay deliberate attention to the **measurement** of this x10 value.

So we use the **DVR**.

The DVR is the x10 tool  
for when you say, or  
when the customer  
says, or when the  
shareholders say ...  
***Show me the money!***



## **DOLLARIZATION:**

The translation of the added-value ideas and strategies of (x10 thinking + x10 selling) into the financial impact in dollars that these benefits have on the client is what we mean by ***dollarization.***

**Both the avoidance of loss and the chance for gain can be measured.**

**And dollarized.**

**For example,  
multiplying a specific  
KPI by ten may create  
added-value and can be  
dollarized at \$150,000  
pa, or \$450,000 over the  
next 3 years.**

**KPI example:**

**follow-up service phone-call x10**

**Or, a B2B product or service may decrease a customer's maintenance costs by 3%.**

**This can be translated into dollars per annum over one, two, three years or longer.**

Dollarization is a financial ***skill*** that can be learned and practiced and demonstrated.

Dollarization is a strategic skill that can give you a real advantage over your competitors.

## **VALUATION:**

Using the DVR,  
valuation is a  
reasonable and  
mathematical extension  
of dollarization.

**After dollarizing, what has been the impact on the valuation of the asset?**

**What is the added x10 value for a business's future cash flows?**

**In a new venture or start-up situation, what is the potential for success, growth, and, eventually, possible profits?**

**The degree of difficulty  
in calculating a  
valuation can vary but  
the extra effort is worth  
it.**



## **RETURN:**

What is the gain from an investment of time, energy or capital?

The gain is called the ***return***.

- Return On Investment
- Return On Marketing
- Return On Payroll
- Return On Innovation

**In capitalism there is a  
continual virtuous  
cycle:**

**INVESTMENT >**

**RETURN >**

**INVESTMENT >**

**RETURN**

**etc etc.**

**The better the return from a previous investment the better will be the next round of investment.**

**For example, if an investment of \$1 million produces a return of \$200,000 then (in a 50/50 split) \$100,000 can be returned to investors and an extra \$100,000 can be re-invested into the asset.**

**This may apply not only to investments of financial capital but also to investments of intellectual capital (IC) or to investments of time and energy.**

**‘Doing a DVR’ is the deliberate effort you make when you map out how the return can be ten times the investment or ...**

**ROI x10.**

**The bad news is,  
because the DVR is  
difficult at first, most  
individuals or  
businesses do not even  
try to do it.**

**The good news is,  
because the DVR is a  
business skill, the more  
DVRs you do the easier  
it becomes.**

Finally, Galileo said:

***Measure what can be measured, and make measurable what cannot be measured.***

# ***Summary***

***1. Both the avoidance of loss and the chance for gain can be measured in dollars or dollarized.***



***2. Be able to spell out the differences between the return on investment and the valuation of the asset.***

***3. A single client  
wombats a new client  
each year. Each new  
client also wombats a  
new client each year.***

***4. Be able to estimate  
the dollarized value of  
a single WOMBAT  
over a three year  
business period.***

# SALES XIO

***What is your own guesstimate of the dollarized value of a single WOMBAT client over a three year business period?***

1<sup>st</sup> Year  \_\_\_\_\_ + 2nd Year  \_\_\_\_\_ + 3rd Year  \_\_\_\_\_

**= Total WOMBAT value**  \_\_\_\_\_

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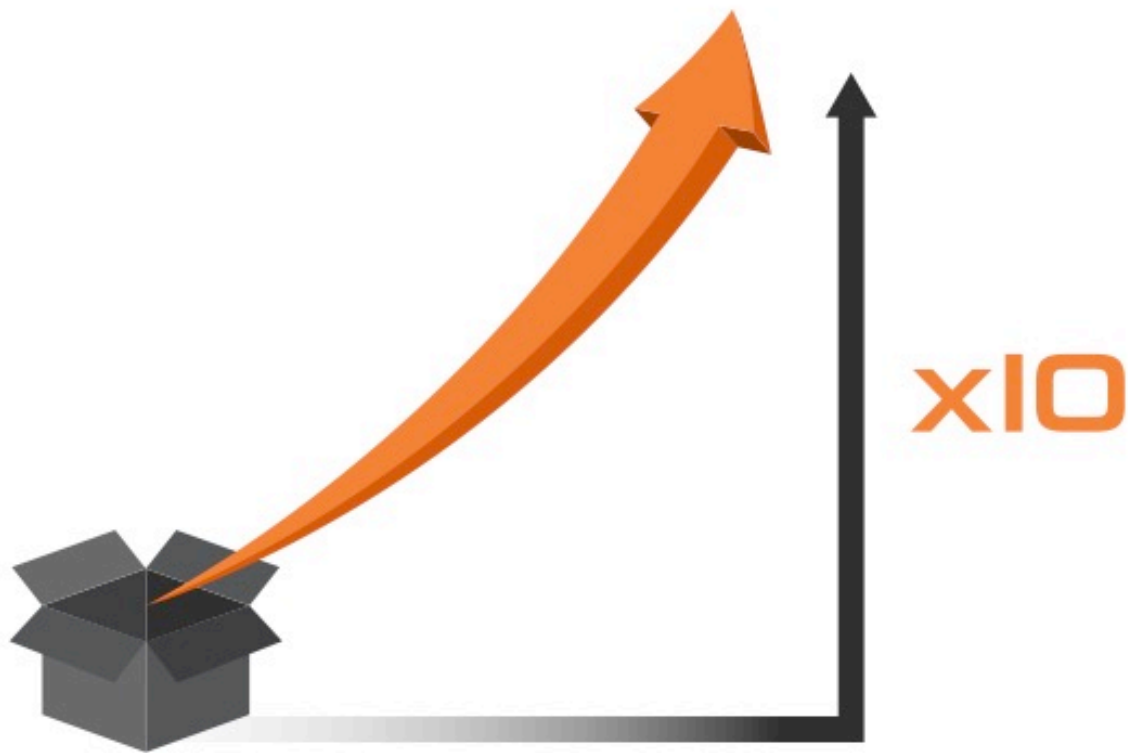
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**x10**  
x10thinking



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