

# ROAR!

GET HEARD IN  
THE SALES AND  
MARKETING  
JUNGLE

A BUSINESS FABLE



KEVIN DAUM  
WITH DANIEL A. TURNER

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## Praise for *ROAR!*

“What do you care about? Your company? A cause or campaign? Something you created? Is it as successful as it deserves to be? If so, good for you. If not, you need Roar! This page-turning book shows how to capture and keep the attention (and wallet) of your target customers so your priority projects get noticed and funded ... for all the right reasons. Read it and reap.”

—*Sam Horn*  
*Author of POP! Stand Out in  
Any Crowd and Tongue Fu*

“*ROAR!* offers timeless marketing wisdom in a timely and entertaining package. Highly recommended.”

—*Michael J. Gelb*  
*Author, How to Think Like Leonardo da Vinci*

“*ROAR!* is a remarkable book, chock full of timeless wisdom and a must-read for anyone who has anything to do with sales or marketing. I’ve read just about every book on the topic that has been published over the past 10 years, and this one is the best by far. Get it!”

—*Peter Economy*  
*Associate Editor, Leader to Leader magazine*  
*Author, Managing for Dummies*

“*ROAR!* provides a simple memorable process that will help our franchisees understand and win over prospects. It’s a worthy addition to any customer experience training process.”

—*Brian Scudamore*  
*Founder and CEO, 1-800-GOT-JUNK?*

“*ROAR!* is a highly clever and entertaining read. *ROAR!* is a great way to understand the importance of creating value for the customer, and I would

recommend this book to any entrepreneur—or entrepreneur-to-be.”

—*Kathleen Allen, PhD*  
*Director, USC Marshall Center*  
*for Technology Commercialization*  
*Professor, USC Lloyd Greif Center*  
*for Entrepreneurial Studies*

“Kevin Daum and Dan Turner have written the book that cuts through the multitude of sales and marketing messages that now overwhelm your prospective customers. The power of *ROAR!* works. It’s time to get it working for you and your business.”

—*Robert “Jake” Jacobs*  
*CEO, Winds of Change Group*  
*Author, Real Time Strategic Change &*  
*You Don’t Have to Do It Alone*

“I loved *ROAR!* Its lessons are written in a compelling story that anyone can relate to and learn from. The ROAR system is a simple way to help our students impress other people with their value in the real world, and we will now look to see how we can make ROAR part of our curriculum. ”

—*Gary Tuerack*  
*President and Founder, The National Society of*  
*Leadership and Success*

“Kevin Daum has taken the sales process to a whole new level of simplicity. I wish I had this information 20 years ago; it might have made the 10 companies I have owned a little easier to grow and develop.”

—*Troy Hazard*  
*Author, The Naked Entrepreneur*  
*Former Chairman, The Entrepreneur’s Organization*

“Sales and marketing continues to be an overlooked part of every successful business story in American history. Kevin Daum focuses his spotlight on this often-overlooked part of every successful business story,

and he honors history by letting us learn new insights from a wise business teacher.”

—*Dr. Blaine McCormick*  
*Author, Ben Franklin: America’s Original Entrepreneur*  
*Associate Professor of Management,*  
*Baylor University, Hankamer School of Business*

“A great story, especially the compelling value proposition development. I would recommend it for any company we’re working with. And—it’s a great airplane read.”

—*Gary Moon*  
*Managing Director, Ridgecrest Capital Partners*

“A fun, easy to read, and brilliant business book. I’ve passed along copies of *ROAR!* for our management team and we’ve already begun implementing the ROAR concept.”

—*Dennis Hoffman*  
*President, CashBox*

“*ROAR!* is that rare find in business texts—fundamental truth presented in actionable format; I am recommending it to every entrepreneur I know.”

—*Kathy Odell*  
*Director, Pacific Capital Bancorp*

“In *ROAR!* Kevin Daum has captured a very important dimension of the buyer’s psyche that sellers must consider if they want to capture more deals.”

—*Howard Shore*  
*Principal, Activate Group, Inc.*

“Not only was *ROAR!* fun and informative for my company, I am passing on the concepts to my clients to help them communicate in a compelling manner as well.”

—Barry Cohn  
*Managing Partner, Cohn Handler & Co.,  
Certified Public Accountant*

“As a senior sales leader at an innovative and nimble software company, I found *ROAR!* to be an excellent parable for my sales team. Not only could they sink their teeth into the impeccably described meals, they could also learn from the book.”

—Jeff Benjamin  
*Vice President of Sales, Ellie Mae*

“Kevin’s latest book can be your new V.P.: It has a Very Pertinent Valuable Premise, sure to make you Victorious and Profitable, and ready to help you take advantage of your Vast Potential!”

—Paul Levitan  
*President and CEO, Galaxy Desserts*

“Finally in *ROAR!* I found a book that is both inspiring and practical. Mr. Daum has a keen grasp of how to understand customers, and his work was an inspiration to our team as we seek to make our message more effective and more relevant.”

—Justin Paul Hersh  
*President and CEO, Group Delphi*

“I love the simple effectiveness of *ROAR!* My team has completely integrated the four buyer concept into every aspect of our customer communication protocols. Kevin Daum’s approach fully delivers an easy method to teach your sales team valuable tools in a sticky, entertaining way.”

—Christina Harbridge  
*Mischief Executive Officer, Allegory, Inc.*

“Daum simplifies a 3,500-year-old model and makes it relevant to today’s challenging economy. *ROAR!* will tell you how to integrate sales and

marketing and turn your business into a roaring success.”

—*Les Rubenovitch*  
*President, Winning Edge Consultants Inc.*

“I highly recommend this clever and amusing kosher culinary journey of New York, painlessly delivering a memorable marketing and sales strategy. ROAR! is an important and accessible resource for any executive.”

—*Phyllis Caskey*  
*President and CEO,*  
*Hollywood Entertainment Museum*

“ROAR! is simply brilliant! The story is engaging and the message is powerful and clear. If ROAR! doesn’t make your sales roar, I don’t know what will.”

—*Mo Fathelbob*  
*President, Forum Resources Network*  
*Author, Forum: The Secret Advantage of*  
*Successful Leaders*  
*Former Executive Director,*  
*Entrepreneurs’ Organization*

“I was extremely impressed by the message and enjoyable delivery in *Roar!* I do believe the book far exceeds the ‘Oh yea, I knew that’ which is the common reaction when one reads these types of things. I love the freshness in this approach to sales. I believe in its value enough that I am sending it to many of my CEO clients.”

—*Timothy R. Chrisman*  
*Chairman of the Federal Home Loan Bank of San*  
*Francisco*

“Roar! offers timeless marketing wisdom in a timely and entertaining package. Highly recommended.”



—*Michael J. Gelb*  
*Author of How to Think Like Leonardo Da Vinci*

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*For Kevin's Forum and wee Miriam.*

“Words are, of course, the most powerful drug used by mankind.”

—RUDYARD KIPLING

# Chapter 1

## The Meeting

RYAN MILLER was 22 years into his career in sales and marketing and he'd hit a wall. He was the Vice President of Sales and Marketing for Wolfson Furnishings, a well-established furniture company. An employee-owned company, Wolfson sold office furniture and systems through retail outlets and through its web site. Ryan had led the charge to establish an online presence, and the site was now directly or indirectly involved in more than half of all new sales. For the majority of the time Ryan had been at Wolfson, things had been pretty good. Wolfson had focused on law firms and software companies, and because they were both growing quickly in the 1980s and 1990s, they had seen no need to branch out into additional industries. Their chosen client base had money to spend and there was lots of business to go around all the companies that focused on them. Ryan had been well paid, with stock and stock options, and had figured he had it made.

But now things were difficult. Lately, Wolfson had been struggling. The economy was rough. Businesses were closing—both clients' and competitors'. With massive layoffs throughout the industry, the long-term relationships Wolfson had been cultivating were gone. Everybody had cut back, and the marketing materials Ryan's people were using were having little effect in getting appointments. Even when his salespeople could get appointments, they couldn't close the deal.

Ryan was concerned for the company. He was also concerned about morale. If business slowed any more, the company would have to lay off more people, and they had already reduced staff twice; they were now down by 50 percent from the prior year.

But Ryan was even more concerned for his family. With two boys in high school and college expenses starting the following year, he had been counting on his stock to get them through that comfortably—and his ownership shares were becoming worthless. His wife Christina earned decent money at her job as an underwriter with a boutique insurance company, but certainly not enough to support their home and lifestyle in Short Hills, a well-to-do suburb in New Jersey. If Ryan couldn't get sales and marketing back on track, Wolfson would be on the road to bankruptcy and he would be looking for a job in an environment that was anything but friendly. And Christina's job wasn't looking all that stable, either, given the big changes in the insurance industry and layoffs rampant in her company.

Sitting at Penn Station, sweating from the summer heat and waiting for his train home, Ryan fantasized about trading it all in and joining the Peace Corps. His reverie was interrupted when he heard someone behind him call out, "Ryan? Is that you my old friend?"

Ryan turned around and saw a portly Hasidic man with a big smile on his face. Ryan had seen Hasidic Jews before. New York was a center of Hasidic life, so they were a common sight in most parts of the city and in many nearby suburbs. Ryan was accustomed to their long black coats, long hair and beards, and of course their trademark broad-brimmed black fedoras. He had often wondered how they could stand to wear all that heavy black clothing in this summer humidity. But Ryan couldn't remember knowing any Hasidic Jews personally. Ryan had gone to Livingston High

School (sole claim to fame: matriculated Jason Alexander), which had had a substantial Jewish population, so he certainly knew a lot of Jews. But as a nonreligious Christian himself, he had not interacted with anyone with a serious religious identity in many years.

“Do I know you?” Ryan asked, confused.

“Do you know me?” The stranger asked with a hint of sarcasm attached. “We know each other ten years, go to high school, I even let you date my sister! I mean, sure, she dumped you, but did that affect your memory? Or did you get a knock on the keppe at that fancy college?”

Ryan couldn't believe his ears. “Lenny? Is that really you?!” After high school, Ryan headed down to Georgetown University in Washington, and he hadn't seen Lenny since. He was shocked that Lenny recognized him 26 years later, and even more shocked at the change in Lenny.

Lenny had been a skinny kid with a buzz cut and an attitude. Now he was big, a lion of a man, with a massive beard covering much of his face and curly sideburns cascading down out of his black hat. Ryan remembered Lenny's family being religious. They were kosher, if he remembered correctly, but this was ridiculous. “Lenny, when did you become, you know, all this?” he asked, indicating the hat, clothing, and hair.

Lenny laughed. “Yeah, I guess you didn't get the memo. While you were living it up in DC I spent five glorious years at Rutgers University, just an hour from home, though I lived on campus instead of commuting. So while I was there I started going to a religious center called Chabad house, which had the best kosher food on campus. I didn't grow up around many really observant people, and the devotion of the people in Chabad really appealed to me. They spent so much time studying the Torah!” Ryan remembered that the