

## Secret Green Sauce by Bill Roth

The typical small and medium size business owner has to be practical or his business will simply not survive. I suppose he could get lucky, but that's the rare case. The green energy and environment movement has yet to prove that every business can grow revenues by being green with energy efficiency, waste management, and customer insight focused on green solutions. Sure, you can save some money, but that will take you only so far. The challenge is how to grow your customer revenue base beyond the early adopters and "cross the chasm" to engage with the customer who looks for solutions for the jobs they hire your product to do for them. They want solutions that "cost less, mean more." Bill Roth provides a roadmap of insights that starts with three 'most asked' questions from business people – "Can I make money going green?" "How can I do it?" And more importantly for long term growth, "How do I grow green revenues?"

Bill leverages his experiences both as an entrepreneur, participating in the energy efficiency revolution, and interviewing numerous pioneers who are innovating green solutions to offer a roadmap to success. He describes the steps necessary to reach beyond the customer who has embraced the 'green religion' to the pragmatic mainstream consumer that has everyday needs that can be met with properly configured green solutions. Bill identifies three key groups to address: concerned caregivers, CEO's who see the handwriting on the wall from 'green' regulation and multinationals like Walmart driving green supply chains, and Millennials who are becoming aware that they are in charge of their future 'environment.' Each of these provides an opportunity for an entrepreneur to support their 'values with [a] value' proposition.

Bill offers numerous examples (as many 'making green pay' authors do) and wraps these into a clear series of steps that help the business owner actually grow green revenues as opposed to the less-satisfying simply saving money being green. One analogy I liked was Bill's prompting of a client with a baseball analogy: "OK, you know the objective in baseball is scoring a run by touching all four bases in sequence. But what is your strategy to get to first base? Do you even know where first base is?" Here he focuses on price-strategy and builds on Geoffrey Moore's "Crossing the Chasm" insights for entrepreneurial success. But this is just getting to 'first base.' Bill leads one around all the bases to home plate with sound advice on vision, strategy, crossing the green-pricing chasm, innovation of "cost less-mean more" products, and growing revenues via the green aware customer to score. In all, he presents a quite useful roadmap for framing your successful engagement with the emerging green-aware customer.

And as a footnote, I met Bill in mid-2008 when he gave a presentation on his book, "On Empty, Out of Time." I took the time to mind-map the content of that book to better retain all the useful points. Since then we have engaged in an ongoing discussion of how to best develop green businesses. I was not really aware of the extent of "The Secret Green Sauce" until I read a published version and my reaction was "Good job, Bill." He offers sound practical advice for the small to medium-size business owner who seeks to grow green revenues.