

COMPANY GROWTH STRATEGIES

Business is about serving people. Business is about competition. Strategies that help your business out perform your competitors; in serving people is your key to success!

Keys:

1. Vision – What do you want to become and how do you want to conduct business.
2. Strategic Plan – clear steps of action to implement strategies.
3. Systems – Simple, effective and communicated.
4. Track – Follow and track your results.
5. Resources – Money, web site, materials, printing, stuff, etc.

Grow – Build – Fix – Improve

Strategy Ideas to Grow your Business – some may work for you...

1. Ask for referrals
2. Add on sales (accessories)
3. Up sell (increase the size, quality, or volume of a purchase)
4. Sell “Time” (12 months for the price of 10)
5. Automatic Sales (continued monthly billing until they say no)
6. Offer ongoing continued service or maintenance
7. Work buying cycles (When are they in the mode for their next up-grade or time of year)
8. Sell packages or combinations
9. Offer three choices (high-end | mid-range | low-end)
10. Diversify (as long as you can make money at it)
11. Offer “other peoples products or services”
12. Focus on your most important products
13. Value Added Service (add the perception of more value – set-up free, etc.)
14. Make it easy to buy (easy to start | simple choices | accept charge cards)
15. Become more efficient to reduce overhead
16. Communicate you are worth the money
17. Offer peace of mind
18. Make it OK to buy (with testimonials | referrals to call | Customer lists)
19. Offer FREE consultations (free analysis | free help | free demonstration)
20. Endorsements from credible people (video and audio on web site)
21. Offer performance guarantees.
22. Understand “What’s in it for me” (make it where the customer can gain...but never lose)

MARKETING

1. Market to sell more to existing customers. (keep in touch with customers)
2. Market to get referrals.
3. Market to get new customers.
4. Database Marketing (direct mail, direct fax, email, telephone, in-person visits)
5. Formalize a referral system (make it easy and reward them)
6. Develop centers of influence.
7. Form strategic alliances.
8. Do research and testing
9. Develop a “Positive Perception of Difference” We are different and better...
10. Borrow marketing ideas from other industries.
11. Know the competition.
12. Know marketing in general.
13. Track your marketing performance.
14. Throw a party for your clients. (Show your appreciation | preview new stuff | do seminars & clinics | do training)
15. Offer discounts to special groups (Boy Scouts, youth groups)
16. Communicate, “We care”.

17. Always under promise and over deliver.
18. Increase loyalty (develop a plan to over satisfy each inconvenienced or disgruntled customer – employee manual)
19. Develop a “Business Ideas Journal”.
20. Think like a customer.
21. Offer rewards to employees who bring in new customers
22. Offer rewards to employees who bring in good employees.
23. Barter your services with ITEX
24. Improve our phone skills – employee manual
25. Develop collateral materials that project the right image from the start and project that you are a successful company.
26. Improve your follow-up and follow through to close more deals. (Call after a large purchase to see if there are any questions)

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