



## Taking the guess-work out of your **business growth**

**Want to grow but don't know where to start?**

**GROW | STRATEGY™ provides the blueprint to guide Business Owners to discover new growth possibilities - to reach new heights. It frees up time to focus on the business by tracking and alerting you on any gaps between expectations and execution.**

**Investing a lot of effort to grow the business, but little results to show for it?**

Companies need to take a fundamental new approach to growing sales. Avoid wasted efforts by concentrating your scarce resources on a relevant growth strategy. It has to be structured, sustainable and bullet proof. Business owners don't get a second or third "bite at the cherry" to get it right.



Many companies develop a Business Plan – mainly for external review in order to gain funding. As its primary purpose is a one-off event, this Business Plan then ends up gathering dust. Few invest time or have the skills to develop a viable Growth Plan, underpinned by sound sales strategy, to manage their revenue line by providing answers to questions such as:

- What is the market potential in terms of sales
- Is the market growing, staying the same, or declining? What is causing this?
- How will the business compete and grow by converting your weaknesses into strengths?



**The GROW | STRATEGY™ Difference**

Does your strategy fit in with prevailing business conditions?  
 What do your trusted advisers think of your plan?  
 GROW | STRATEGY™ delivers a solution that is:

- Proven: built on big-end business methodology
- Smarter: Access external expertise to collaborate on growing your business
- Simpler: 9 step method to develop your plan
- Secure: Your information is safe and backed up
- Faster: Point-and-click functionality

**Your Business Scenario**

**STALLING REVENUE**

Our sales are falling, and we're struggling to get back on track

**NEW OFFER LAUNCH TO GROW EXISTING BUSINESS**

We think we have a good idea to grow our business further, but we're not sure how to best to launch it to build a new revenue stream

**GROWING TOO FAST**

We have the opportunity to fast-track growth, but we're worried about growing too fast and over reaching ourselves

**ATTRACTING NEW TALENT**

We are ready to grow but have a tough time attracting talented business development and marketing staff

**NEW START-UP BUSINESS**

We are starting a new business, but we are not sure how to start engaging customers

**LOSS OF CONFIDENCE**

We've had a few issues lately, lost a few too many deals and our morale is low

**ATTRACTING BUSINESS PARTNERS**

We need to convince our business partners that we have a serious plan to grow our business

***Growing your business means regularly taking time to critically examine its strategy and focus on clients. Like maintaining a tree, sometimes you need to prune it back, to ensure sustainable growth***

**Capabilities provided by GROW | STRATEGY™**

- BLUEPRINT**  
A blueprint to engage your clients more effectively with a step-by-step guide to get started
- MAXIMISE POTENTIAL**  
Avoid wasted efforts by concentrating your scarce resources on growth
- WORK AS ONE TEAM**  
Brings your internal and external stakeholders onto the same page
- NOTHING FALLS THROUGH THE CRACKS**  
Reminds you of completed tasks; it alerts you to outstanding tasks
- TRACK PROGRESS**  
Allows you to track progress to bridge the gap to your desired future state
- REMOVES THE GUESS-WORK**  
Provides structure and expertise
- COMPARE AGAINST OTHERS**  
Allows you to compare to industry benchmarks
- MANAGE REVENUE GROWTH**  
Both in good times to manage expansion and in tough times to generate revenue
- BE MORE CLIENT-CENTRIC**  
Prioritise your investments to engage your clients more closely