

Expand your reach

- with your private label platform

Your situation

You are pulled in many directions that keep you from focussing on your best customers. You are also unable to convert prospects quickly, as your business development resources are spread too thinly.

Which of these issues resonate most with you?

- Raise barriers to exit: How to get better engaged with your existing customers to make them more sticky?
- Better pipeline management: How do you match your scarce resources with the correct prospects?
- Understand growth possibilities: How to stay relevant to the "top line revenue" focus of your fastest growing customers?
- Differentiate your business: As competition intensifies, what's your game-changer to standout?

The solution to these issues centres on how can you help your customers grow their businesses? You should be providing your customers with a world class growth platform under your own brand - something they can't find anywhere else.

The GROW|STRATEGY white label platform offering is applicable to:

Business Consultants who advise mid-market clients.

Accountants who work with small to medium clients.

Wealth Management Dealer Groups who manage Independent Financial Planning (IFA) practices.

Product Distributors with channel partners.

Banks who lend to small to medium businesses.

Venture Capitalists who fund new start-ups.

Join us as a White Label platform partner and we'll show you how to:

Grow a profitable business with business planning and advisory services on revenue growth

Hone your expertise to add more value for customers

Collaborate and acquire new capabilities in growth strategies

What you get with the GROW|STRATEGY offering

Private label: Apply your logo and branding on our world class on-line platform

Training: Access to expert training and webinars on growth consulting

On-boarding customers: Assistance bringing your team up to speed to administer the platform

Insights: Reporting on usage by your customers, including our coupon system

Marketing support: Advice to develop your go-to-market strategy



White Label Platform.

Powered by GROW|STRATEGY

Many businesses are turning to GROW|STRATEGY to engage more deeply with their customers through white labeling our platform. You will deepen your relationships by helping them plan for and generate new growth.

The GROW|STRATEGY white label platform enables you to help develop and review your customer's plans quickly and easily, in the cloud. Importantly, you do so without incurring the high costs associated with creating the required strategic planning methodology, technology and infrastructure.



Apply your logo, on our private label platform

The GROW|STRATEGY white label platform directly helps you acquire, retain and grow your customer base.

Build new capabilities: As a GROW|STRATEGY Partner, you can communicate, collaborate, and connect with your customers – for a deeper level of engagement. You can equip yourself with new consulting skills, access research, download tools and stay informed on new features – all through our partner training program, delivered via webinars and face-to-face workshops.

Track your success: With your customer's permission, you can track and stay relevant to the execution of their growth plan. You can create insights for your customers by helping them see any blind spots impacting their growth trajectory.

Customised solution: Your white label platform looks like it's your own. We customise everything to look like your brand, from the user interface, to the growth plan report to the system-generated email notifications. You can customise and insert unique "private strategies" relevant to your industry.

The online GROW|STRATEGY platform will manage your customer's growth plan – providing centralised expertise from planning through to execution. You can call on us to support

you with your customer deployments. We create your own private label solution that we operate for you, from our secure servers at IBM's SoftLayer Data Centre.

Finding new growth

By accessing your private white label platform in the cloud, business owners and managers can collaborate around a common objective to reach a shared understanding of the problems and opportunities.

GROW|STRATEGY also helps you prioritise your resources - by helping you choose your customers who need help most. We report to you key leading indicators such as which prospects have used your GROW|STRATEGY coupons to access your white label platform (note: we don't access or report on your customers business data).

Growing existing customers

As new issues and opportunities are uncovered, there is a need to regularly re-engage and re-negotiate elements such as the changing priorities of your existing customers and the timing of their decisions. GROW|STRATEGY helps you maximise scarce resources by segmenting your most profitable customers - by applying the correct strategy to service their evolving needs.

Our Small Business Growth solution is built on a simple philosophy of true client-centricity - plan and execute around target customers using a Growth Plan. To gain traction quickly, we assist you fast track the development of capabilities to roll out your own white label platform to your customers.

Get Started

As a member of our white label platform program, you can achieve more than technical competence on how to develop a growth plan. We'll provide you with the business planning support you need to transform and grow your customer facing team, its impact on your customers – and your revenue.

Start your go-to-market strategy now. Turn your ideas into success by developing your own growth plan to roll-out to your private label to your customers.

