



## GROWTH

(Market Driver)

Regarding your top line revenue:

- Is the business on fire?
- Are things not so good right now?
- Or where are you in between?

Knowing (documenting) allows you to spot trends, weather storms or ignite passion.



Business growth can be achieved in a number of ways, but it typically comes down to increasing top line revenue. There are a number of ways to do this, such as expanding into new markets, offering new products or services, or increasing prices.

However, it's important to note that business growth is not simply about increasing revenue. It's also about ensuring that this growth is profitable and sustainable. This means carefully managing costs, monitoring market trends, and making sure that any new growth is aligned with the business's overall strategy. By taking a strategic and disciplined approach to business growth, companies can ensure that they are able to sustain and grow their businesses over the long term.

There are three leading indicators which demonstrate whether or not you're on the right track:

**Company Growth:** Your company can demonstrate quantifiable and historic growth greater than its competitors and can substantiate growth projections greater than the industry rate.

**Industry Growth:** Your company can clearly document the growth of its industry (broad category definition) and within its niche (specific market).

**Customer Advantage:** Your company can articulate why its products/services will continue to effectively provide for and service future growth.

**GOAL:** *Question what business growth looks like for your company.*

1. *Historically look at your top line revenue growth. Is consistent? Are there peaks and troughs? What internal and external factors drove lows and highs?*
2. *Answer this: "Considering the competitive landscape, why should anyone buy from you?" Question how all departments and activities contribute to your unique position in the market.*
3. *Look for lost opportunities; cross-sells, up-sells, remarketing and customer service.*

*Answering these questions can provide insight into planning steps for immediate and consistent revenue growth, along with key performance indicators.*

