

# 5 WAYS TO ACCELERATE BUSINESS GROWTH

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## Introduction

Working with business leaders from across the country for over 35 years I've come to realize that the goals of these leaders are often varied, however, there is one constant. Every business leader that I have met with has desired to grow their business. As a business leader, or business owner, you understand that you can provide services far better than many of your competitors if only you could get the message across and if only you had the tools to grow your company.

Tony Robbins once said that “most of us know what to do, we just don't do what we know.” The five steps to accelerate the growth of your business Outlined in this document are probably things that you have heard of before. You may be even doing some of these things now. but doing only part of what you know you need to do will never get you to where you need to be as a business and as a business leader.

As business leaders we need to act to make things happen. It is not enough to hope that customers will walk through the door we have to have a plan to provide the highest quality services and resources that will attract customers and the team of professionals that will convince customers of the value of our services.

While the five steps that I am outlining below are not the only things that you will need to do to succeed, I have found the business leaders who are performing these steps are invariably successful. It is my hope that these steps will be helpful to you and your business.

## 1. A Strategic Plan for Action

A strategic plan is a structured, comprehensive, and forward-looking document that outlines an organization's vision, mission, goals, and objectives while also detailing the specific strategies, tactics, and timelines to achieve them. It serves as a roadmap that guides an organization in its decision-making processes, resource allocation, and overall direction. A well-crafted strategic plan provides a blueprint for growth and success while enabling organizations to anticipate and adapt to changes in their environment. It is particularly essential for small businesses as it enables them to harness their resources effectively, navigate competition, and achieve sustainable growth.

For small businesses, the benefits of having a strategic plan are many, but here are some key advantages:

- **Clear direction and focus:** A strategic plan helps small business owners establish a clear vision and mission for their organization, which provides a sense of purpose and direction. This focus enables them to make informed decisions and ensures that all stakeholders, including employees, are aligned with the company's goals. Laying out the decisions you

will need to make as your business grows improves your ability to make the right decision when the time comes.

- **Improved decision-making:** A strategic plan provides a framework for decision-making by laying out specific goals, objectives, and strategies. This allows small business owners to prioritize initiatives and allocate resources effectively, ensuring that their efforts are directed towards activities that will yield the highest returns and contribute to the overall growth of the business.
- **Increased competitiveness:** By identifying and understanding the competitive landscape, a strategic plan enables small businesses to develop strategies that will help them gain a competitive advantage. This may include differentiating their products or services, targeting niche markets, or adopting innovative business models. A strategic plan helps businesses anticipate changes in the market and adapt accordingly, ensuring long-term sustainability.
- **Enhanced risk management:** A strategic plan helps small business owners identify potential risks and challenges they may face, both internally and externally. By proactively addressing these risks and developing contingency plans, businesses can mitigate potential threats and minimize disruptions to their operations.
- **Greater stakeholder engagement:** A strategic plan promotes collaboration and communication among various stakeholders, including employees, customers, suppliers, and investors. This increased engagement can lead to better decision-making, improved customer service, and a more unified workforce, all of which contribute to the success of the business.
- **Improved financial performance:** By aligning resources with strategic goals and monitoring progress towards these goals, a strategic plan helps small businesses optimize their financial performance. This can lead to increased revenue, reduced costs, and improved profitability, allowing businesses to grow and reinvest in their future.
- **Stronger company culture:** A strategic plan that outlines the company's vision, mission, and values can help cultivate a strong organizational culture. This promotes employee engagement, loyalty, and productivity, which ultimately leads to better overall performance and customer satisfaction.
- **Easier access to funding:** A well-developed strategic plan demonstrates to potential investors and financial institutions that a small business has a clear vision for its future and a roadmap to achieve it. This can increase the likelihood of securing funding or attracting strategic partners.

A strategic plan is an indispensable tool for small businesses, as it provides a clear direction, fosters informed decision-making, enhances competitiveness, and facilitates risk management.

The Strategic Plan can help to clarify your goals for the next three to five years. Furthermore, it promotes stakeholder engagement, optimizes financial performance, strengthens company culture, and can improve access to funding. Developing and implementing a strategic plan is a critical investment for small businesses that seek to navigate the complexities of the market, seize opportunities for growth, and achieve long-term success.

The strategic plan will give us a breakdown of where you are today, and we will outline your goals for the next three to five years. The strategic plan is necessary to know where you are headed, how you plan to get there, and what resources, in terms of financial resources and personnel, will be required to help achieve your objectives. I would suggest a coaching program for key personnel as part of this strategic plan. This helps move you forward faster by providing guidance and accountability to you and your team.

## 2. An Updated, Lead Generating Website –

Your current website is pleasing. However, it seems that portions of it are incomplete. Additionally, your website should be a lead generation tool; to do that, you need to offer something your clients want on your website. You need a call to action that your clients will respond to. You have a section to request a quote. However, most clients aren't ready to request a quote quite yet. I suggest you offer a free ten-point guide for successfully choosing a janitorial services contractor. To receive this, they need to leave their e-mail address. It would help if you provided something of value that will encourage prospective customers to give you their e-mail addresses.

Websites serve as a critical tool for businesses of all sizes, functioning as a digital storefront and primary touchpoint for potential customers. They play a vital role in attracting customers and generating leads, as more and more people rely on the internet to research products and services before making a purchase. A well-designed, user-friendly, and informative website can significantly enhance a company's online presence and help convert visitors into customers. Here are some ways websites can be used as a tool to attract customers and tips for effective lead generation:

- **Search Engine Optimization (SEO):** By optimizing a website for search engines, businesses can improve their organic search rankings and increase visibility for potential customers. This involves using targeted keywords, creating high-quality content, and ensuring a user-friendly site structure. SEO is crucial in driving traffic to a website and capturing the attention of potential customers.
- **Content marketing:** Creating valuable, informative, and engaging content can help businesses attract visitors and establish themselves as industry experts. This includes blog

posts, articles, infographics, videos, and podcasts that address the target audience's needs and interests. High-quality content can boost a website's SEO while also encouraging users to share it on social media, further expanding the company's reach.

- **User experience:** A well-designed website that is easy to navigate, visually appealing, and mobile-responsive is crucial for attracting customers. A positive user experience can significantly impact a visitor's perception of a business and increase the likelihood of them becoming a lead or customer. Ensure that your website loads quickly, has clear calls to action, for the customer to provide contact information, and an enjoyable browsing experience for users.
- **Lead magnets:** Offering valuable resources or incentives in exchange for contact information is an effective way to generate leads. These can include e-books, whitepapers, webinars, or discounts. By providing something of value to potential customers, businesses can encourage them to share their contact information, creating a pool of leads for future marketing efforts.
- **Social media integration:** Integrating social media buttons on a website allows users to easily share content with their networks, expanding a business's reach and increasing the chances of attracting new customers. Additionally, businesses can engage with potential customers through social media platforms by answering questions, sharing relevant content, and showcasing their products or services.
- **Testimonials:** Featuring customer testimonials on a website can help build trust and credibility with potential customers. This social proof demonstrates that other people have had positive experiences with a business, making it more likely for new visitors to become leads or customers.
- **Analytics and tracking:** Utilizing website analytics tools, such as Google Analytics, can help businesses identify which pages or content are most effective in attracting visitors and generating leads. This information can be used to optimize the website and refine marketing strategies to maximize lead generation efforts.

In conclusion, websites are an essential tool for attracting customers and generating leads in today's digital landscape. Your website, if used properly, can be a platform that not only draws in visitors but also converts them into leads and customers. Investing time and resources into optimizing a website for lead generation is a crucial step in building a successful online presence.

### 3. Know your Value Proposition

A value proposition is a clear, concise, and compelling statement that communicates the unique benefits and advantages a company's products or services offer to its target customers. It is a

fundamental element of a company's overall marketing and branding strategy, as it highlights the reasons why customers should choose a particular product or service over competitors. A value proposition serves as a differentiator, emphasizing the specific attributes and outcomes that make a company's offerings stand out in the marketplace.

The value proposition is crucial in business for several reasons:

- A strong value proposition helps businesses capture the attention of their target audience, making it easier to generate leads and convert prospects into customers.

A well-defined value proposition differentiates a company from its competitors, showcasing the unique features and benefits that give the company an edge in the market. Your value proposition should simplify complex products or services, making it easier for potential customers to understand the value being offered and how it can fulfill their needs or solve their problems.

Your value proposition serves as a foundation for marketing and sales campaigns, ensuring that messaging and promotional materials are consistent and focused on the key benefits that resonate with the target audience.

#### **Examples of different value propositions:**

- **Innovation:** Companies that focus on innovation emphasize the cutting-edge features, advanced technology, or groundbreaking solutions that their products or services provide. For example, Apple's value proposition revolves around the innovative design, user experience, and seamless integration of its devices and software.
- **Quality:** Some businesses emphasize the superior quality and craftsmanship of their products, setting them apart from competitors. For example, the luxury car manufacturer Mercedes-Benz is known for its meticulous attention to detail, high-quality materials, and exceptional engineering, which together form the basis of its value proposition.
- **Cost-effectiveness:** Companies that prioritize cost-effectiveness offer affordable products or services without compromising on quality or performance. Walmart, for instance, focuses on providing everyday low prices to its customers while maintaining a wide range of products.
- **Convenience:** Companies that highlight convenience make it easier for customers to access and use their products or services, saving them time and effort. Amazon's value proposition, for example, is centered around the convenience of its online shopping platform, fast shipping, and a vast selection of products.
- **Customer service:** Some businesses differentiate themselves by offering exceptional customer service and support. Zappos, an online shoe retailer, is known for its commitment

to customer satisfaction, offering free shipping, free returns, and a 365-day return policy, as well as responsive customer support.

To determine your value proposition, first identify your target audience. Understand the specific needs, preferences, and pain points of the target customers to create a value proposition that addresses those concerns.

Research competitors and identify the areas where your company can differentiate itself, either by offering something unique or by outperforming competitors in specific aspects. Outline your product or service's most important features and benefits and link them to the target audience's needs and desires. Gather feedback from potential customers, market research, or focus groups to refine the value proposition and ensure it resonates with the target audience.

You may also want to create a concise statement that encapsulates your company's differentiators and communicates the unique value it offers to customers.

Your value proposition is a vital component of a company's business strategy, as it communicates the unique benefits and advantages of its products or services. By establishing a value proposition that is unique to your company you differentiate your company from your competition and give your customers a reason to choose your company when they are looking for products or services.

## 4. Develop a strong team.

As your business grows, you will need a team of skilled and dedicated professionals to help you achieve your goals. Building a strong team involves hiring the right people, providing them with the training and resources they need to succeed and develop a culture of collaboration and innovation.

As businesses grow, it becomes increasingly important for business owners to build a strong team with diverse skills to support various aspects of the company. The specific team members and skills required may vary depending on the industry and business model; however, some key roles and skills are essential across most organizations. These include:

**A skilled Operations Manager:** An operations manager is responsible for overseeing the day-to-day operations of the business, ensuring that processes run smoothly and efficiently. They should possess strong organizational, problem-solving, and communication skills to manage various aspects of the business, including logistics, inventory management, and quality control.

**An experienced Sales Manager:** A sales manager is responsible for driving revenue growth and managing the sales team. They should have excellent sales skills, negotiation abilities, and a deep understanding of the company's products or services. In addition, they should be able to develop and execute sales strategies, build relationships with clients, and motivate the sales team to achieve targets.



**A knowledgeable Financial Manager or Controller:** A financial manager or controller is responsible for managing the company's finances, including budgeting, financial planning, and analysis. They should possess strong financial management skills, an understanding of accounting principles, and the ability to create financial reports and forecasts.

### **The Importance of Training Employees**

In developing a highly productive team business owners should never forget the importance of training current employees to fill roles where possible. If your employees feel that all of the promotional opportunities are given to persons from outside the company, they will soon have little incentive to stay with your company. There may be unique situations where a company has a need for specialized expertise, or where the company has an urgent need for a certain skill set, that would require hiring from outside the organization. As your company grows, however, it is frequently possible to find suitable candidates within your organization who can easily be trained to meet your needs.

Training existing employees and promoting employees from within the organization is nearly always more cost effective than hiring new employees from outside the company. Additionally when employees understand that there are opportunities for promotion within the organization this frequently improves employee retention and satisfaction.

Training employees from within the organization frequently results in enhanced teamwork and collaboration as a team of employees who have already worked together learn to collaborate in more productive ways and support each other with the new skills that they are all learning. Existing employees are already familiar with the company's culture, policies, and procedures. By training them in new skills, businesses can ensure that the employees' expertise is applied within the context of the company's values and goals, leading to more effective implementation.

By training an existing team, organizations can tailor the training program to address specific needs or skill gaps within the company. This ensures that the training is highly relevant and focused on the organization's unique requirements.

Customized Training programs have a high impact on productivity. **In a recent Gallup survey, companies found that implementing regular customized training can increase productivity from 8% to 18%, with improved quality and employee satisfaction.** When employees have a better understanding of how to perform their jobs both quality and output increase.

In conclusion, the choice between training a team of employees and hiring for specific skills from outside the company depends on factors such as cost, time constraints, employee satisfaction, company culture, and the complexity of the skills required. Businesses should carefully assess their needs and resources to determine the most appropriate approach for their unique situation.

## 5. Invest in marketing and sales.

Marketing and sales are crucial to the success of any business, and they are especially important when it comes to scaling your business. This means investing in a variety of marketing and sales channels, including social media, content marketing and paid advertising, to reach as many potential customers as possible.

As you grow your company you will need the employees and tools that will grow your company, including the following:

- **A Sales Leader who knows your business and your customers** - To grow your business, you will need someone in charge of sales. As businesses start out, this is often the business owner, but companies should never underestimate the value of having a single person who is dedicated to increasing your sales and business growth.

Your sales leader needs to be comfortable seeking out prospects and making cold calls on businesses, which some find challenging. You may be able to find an employee who can step into this role with proper training.

Your sales leader should also be familiar with social media marketing as this is becoming increasingly important in our digital age.

- **Lead-Generating tools** – While your sales leader will be looking for new prospects, having some lead-generating tools will also help them find the leads necessary to sustain sales efforts. Many websites can help with lead generation as they scour government and businesses for upcoming bids. Your business may also want to join networking associations such as BNI (Business Networking International) or your local Chamber of Commerce as these can be excellent sources for referrals. Industry Trade Associations also provide excellent resources to help you find leads and grow your business. The goal is to get your name out in front of people who can make recommendations, help with networking, and refer you to people who may be interested in your services.
- **A Sales Funnel** - As you generate leads, you will need some CRM program to help you develop a sales funnel and track your leads as you go forward. You have to remember that sales is a process. Rarely will you find a client where you walk in the door and generate a sale on the first call. This is one of the reasons why it is essential to have a skilled sales leader who knows the importance of continuous follow-up. Studies have shown that prospective clients often take six or more contacts before they are ready to commit. You need to ensure that your sales team is willing to make the commitment it takes to move a prospective customer from interest to a sale.
- **A Solid Proposal Document** – Once you generate leads and a prospect asks for a proposal, you need a solid proposal document to seal the deal. Your proposal document should demonstrate to your clients that you understand their needs and their pains and that your

company alone can solve their problems. **Your proposal document should be the most convincing sales document you have as an organization.**

Is your proposal document selling your company to your clients? Does your proposal document convince the customer that you understand their business and that you are the **only company** that can solve their problems?

Businesses spend thousands of dollars on salespeople, brochures, flyers, the internet, and social media, all designed to get the word out about their companies and the reasons that customers should buy their products or services. Too often, however, we ignore the last sales document our customers will ever see. I often see companies with great marketing, brochures, and internet presence who fail to recognize that their proposal document is the last, and probably the most important, sales document that will ever be given to the customer.

Winning Proposals follow a format that leads customers to understand how your business, and only your business, can fully meet their needs. They do this by following the steps outlined below:

- **Winning proposals follow directions** – Why would you not do what your prospect has instructed you to do? Present your proposal in the format and with the information and documentation your customer has requested.
- **Winning proposals define a problem and present a solution** – Your customer has a problem! You must be able to describe the problem, so your customer understands that you understand who they are and their needs. You then need to present the solution that can be provided only by your company. Be specific about what you offer and how you provide it. This may sound basic, but your client does not have your experience.
- **Winning proposals are persuasive** – Everything you include should lead the customer to one conclusion: no one else, no other person or company, can serve their needs as well as you can.
- **Winning proposals tell a story** – Your proposal should tell an interesting story and be interesting to read! The story should put your customer at the forefront...they are the hero, and you are the company that will allow them to excel. You can tell about your company (your history, your successes), but not too much...remember, this is about helping your customer to win.
- **Winning proposals are pleasing to look at** – Your proposal should have graphics, charts, and illustrations that add to the proposal's content and variety to the facts and stories you are trying to tell. By presenting a beautiful, custom proposal, you are letting your customer know how important their business is to you and how you will treat them as you do business together.

Business owners who focus on marketing and sales will soon see their businesses start to grow, slowly at first, and ever more rapidly. The most successful business owners understand that sales and marketing is a role for everyone in the organization. While the sales leader will lead the charge your entire organization needs to understand the importance of business growth. As the business owner you need to outline why business growth is important to everyone and why everyone needs to be part of the sales team for your organization. They need to understand how your company is better so that they can tell their friends and acquaintances. They need to believe that they are working for a company that provides the highest quality services. This belief leads to a culture that promotes your business Not only with your employees but with everyone with whom they associate. This is how the best companies succeed in sales and marketing.

## Conclusion

The steps outlined above have proven successful in businesses across the country. Implementing these steps has been proven to lead to increased growth, but this is a process that will take time, and require commitment on your part, and on the part of your employees. The steps I have outlined will require a commitment from everyone in your organization. As a business leader you need to recognize that, while you are leading this effort, every member of your company needs to be a part of this process if you are to be successful. You need to provide your employees with and it's the incentive and the motivation to do what is necessary to grow your company. They need to understand that it is not just your company, but it is their company too, And that increased growth within the company will lead to benefits for all employees. Your role is to help your employees understand why growing the company is important to them and why their part in it is important to you as a business leader or owner.