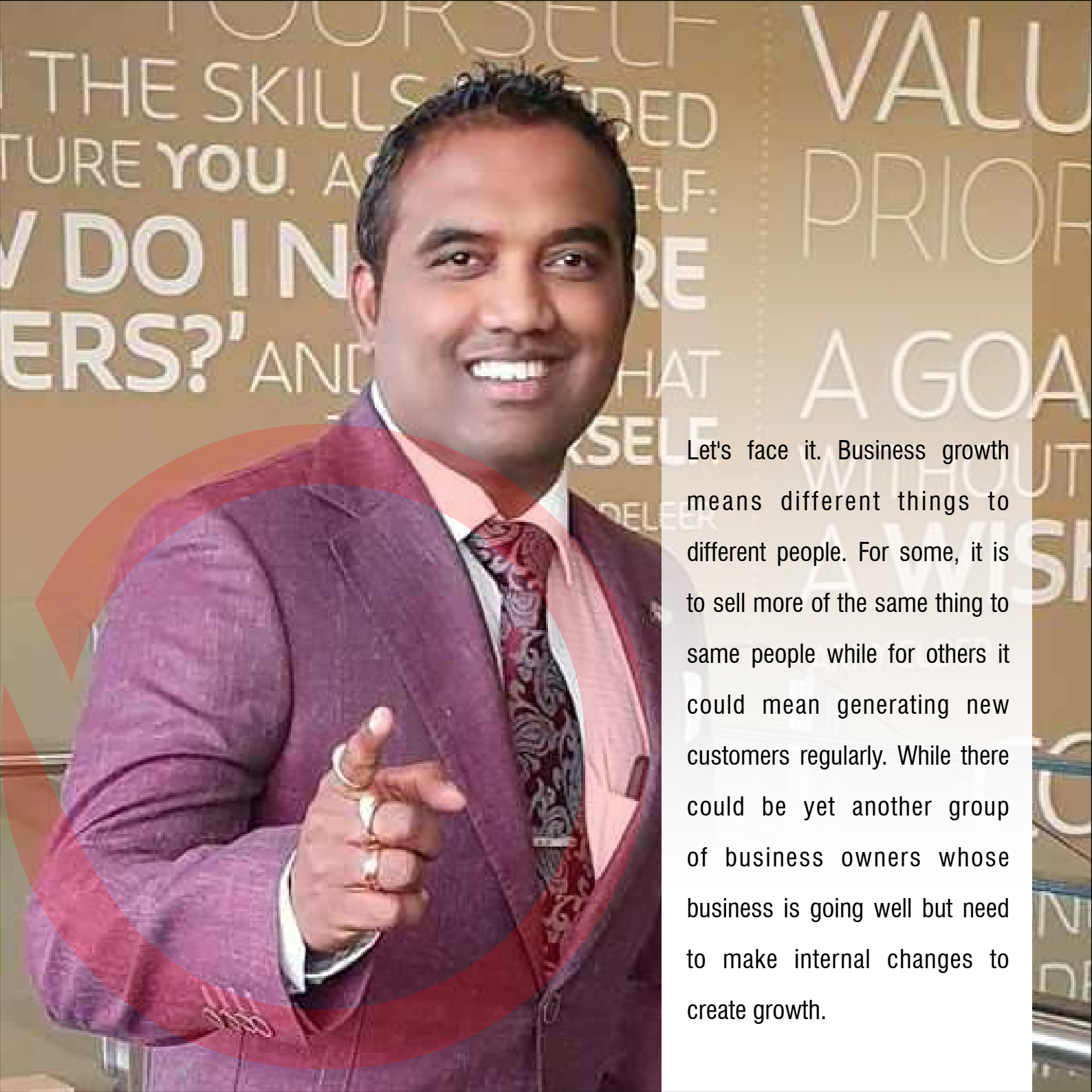





HOW TO GROW YOUR BUSINESS

RAOKANKATALA



Let's face it. Business growth means different things to different people. For some, it is to sell more of the same thing to same people while for others it could mean generating new customers regularly. While there could be yet another group of business owners whose business is going well but need to make internal changes to create growth.




Whatever your situation may be, the truth remains that we all want to achieve growth in business. The key is to identify which areas of your business need attention and how you can best use the resources available. All of it takes considerable effort. In the beginning, it means wearing different hats. It means dealing with sales and marketing. It means understanding taxes and corporate compliance. It involves having to interact with customers on a daily basis. And so much more.

Don't let this overwhelm you. It's all part of being a business owner and that's something I can relate to. Having run my IT and Network Marketing businesses for years, I have been through all possible phases of growth, failures, trials and errors.

So from one business owner to another, let me share with you some fundamentals of business growth. They may vary a little between industries and sectors but by and large we all need the same set of principles and the knowledge to implement them the right way.

BECOME CURRENT **CUSTOMER FOCUSED**

A person wearing a dark suit, white shirt, and dark tie is holding a torn piece of white lined paper with both hands. The paper has a jagged, torn edge and contains the text 'A SATISFIED CUSTOMER IS THE BEST BUSINESS STRATEGY OF ALL' in bold, dark blue capital letters. The background is a dark, circular gradient.

**A SATISFIED
CUSTOMER
IS THE BEST
BUSINESS
STRATEGY
OF ALL**

Business is all about customers. Growth in the number of customers or in their satisfaction levels generates growth in your business.

Interestingly, many business owners tend to look for more customers, neglecting their current customer base. They justify acquiring new customers on the basis that the more customers you have, the more sales you can generate and therefore the more money you make. However, while this may seem a logical and reasonable strategy, it can also be a very expensive one.

Research proves that the **cost of acquiring new customers can be much higher than retaining current customers.** More importantly, with growing competition all around, new customers are harder to find, so the effort and resources required to acquire new customers can be greater than the returns.

WHY YOU SHOULD LOOK AFTER

A young woman with long brown hair, wearing a light blue denim jacket over a grey t-shirt, is smiling warmly. She is holding a black card payment terminal in her left hand and using her right hand to tap a card on it. The background is a blurred cafe or restaurant setting with warm lighting. In the foreground, a white coffee cup on a saucer is visible on a wooden table.

YOUR CUSTOMERS

It may sound like a silly question – after all who doesn't want to look after their customers?

However, it is not just a matter of best practices, there is solid business sense in making sure your current customers are happy and willing to go the distance with you. With stiff competition and a limited sales and marketing budget, one of the best ways to grow any small business long-term is to focus internally as well as externally. That is, to focus also on your existing customer base and grow your sales through people you know and who know you.

Acquiring a new customer can cost five times more than retaining an existing customer. Increasing customer retention by 5% can increase profits from 25-95%. The success rate of selling to a customer you already have is 60-70%, while the success rate of selling to a new customer is 5-20%.



CUSTOMER ACQUISITION, RENETION & LOYALTY

Independent market research has revealed some staggering findings when it comes to identifying the benefits to a business when they focus their attention on growing sales through their existing customer base.

Here are ten key observations you may find surprising:

1. Around 60% of small businesses reported that more than half their revenue comes from existing customers (Source: BIAKelsey)
2. On average, loyal customers are worth ten times as much as their first purchase (Source: Marketing Tech Blog)
3. It costs five times more to acquire new customers than to keep current ones (Source: The National Law Review)
4. A 5% increase in customer retention can increase a business' profitability by 75% (Source: Bain & Co.)
5. Reducing your customer defection rate can increase your profitability by between 25% to 125% (Source: DestinationCRM)
6. Eighty two percent of businesses stated that its cheaper to retain customers then acquire new ones (Source: Econsultancy)
7. The average repeat customer spends 67% more in months 31 to 36 than they do in their first six months (Source: Bain and Co.)
8. A 2% increase in retention has the same effect as decreasing costs by 10% (Source: Leading on the edge of chaos)
9. Word of mouth is the primary factor behind 20% to 50% of all purchasing decisions (Source: McKinsey)
10. Customers are 77% more likely to buy a new product when learning about it from family and friends (Source: Nielsen)

GET OUT OF YOUR



COMFORT ZONE

SUCCESS

COMFORT ZONE

If you do need to attract new customers to expand your customer base, make sure you are not operating in a narrow channel —and with that, missing the mark with potential new customers. If you're pitching your business in the same old way to a new set of people, you are reducing your chances of success.

Times change and with that people's attitudes and preferences change as well. So when it comes to a sales pitch for new customers, instead of relying on a sales pitch you're comfortable with, focus first on building a relationship with the potential customer. Listen to what they are looking for and connect with them before selling to them.

Once you've earned their trust, you've also got their attention. At that point, you can begin to educate them on recognizing the superior value of your product.

MAKE REFERRALS



WORK FOR YOU

While it is great to go after new clients independently, you must also make use of the equity you have built with the current customers. So **make sure you ask your current customers for referrals.** Asking is important because assuming they are doing it for you by themselves is lazy and naïve. During or after every job or sale, ask the satisfied customer if they know anyone else who would be interested in your products or services. Experts agree that your existing network may be the best place to reach out to, as their good word of mouth will help grow your customer base.

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ENHANCE



YOUR PROFILE

You have plenty of expertise in your field—why not get involved in the community? Be seen at public events regularly. Speak at an event or host an industry gathering. By sharing your experience and getting involved in your industry at a local level, you'll have the opportunity to grow your connections, as well as your reputation as a thought leader in your industry.

Sharing your knowledge with the community is a great way to generate awareness and build credibility.

Once you are at an event, make the most of it. Whenever you attend a group, whether a party, a mixer or an industry luncheon, make a point of heading straight for people you don't know. Greet the newcomers warmly. Out of habit, we all naturally gravitate toward the same old acquaintances and that needs to change if your profile needs to grow.

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INNOVATE



YOUR PRODUCT OR SERVICE

Everyone likes a change – even in things we love and are comfortable with. That's why soap brands keep changing their labels, even it is the same bar of soap wrapped in it. Online businesses keep looking for more ways to engage or reward website visitors.

Discovering and promoting **new uses for your products or services is a great way to attract existing customers to buy more**

and attract new customers. Think petroleum jelly and duct tape—and how few of these would actually be sold if they only had one use! Even if your product has limited applications, keep working on how you can present it differently from time to time.

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GET ADVICE ON



COST CUTTING

If you are busy running your business, there is a chance that certain areas are not getting the attention they deserve. Accounting is often one of them. Let us understand when we're talking about growing your business, we're actually talking about growing your business's bottom line. And if your running costs are not reviewed regularly, you could be losing money without even knowing about it.

Get financial help by an experienced accounting professional. Learn about how to cut or reduce costs and plug all possible leaks. Once your business begins to have some extra cash, you can invest it in carefully planned marketing activities.

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Learning how to grow your business isn't just a worthy goal; growing your business is often a necessity for your business's survival and your economic well-being. While each business may needs its own customized strategy, certain fundamental rules apply to most businesses and we have shared these with you in this book. All have been successfully used by other businesses and, with some planning and investment, will work for you.

To make it easy for you, I have created a special webinar which gives you the big picture as well as the finer details. I will explain the concept of business growth, take your questions and make sure you know everything you need to start your journey.

With my guidance and your hard work, you may discover the right mix of strategies and directions for your business and be on your way to achieve the growth you always wanted.

Just drop me a line giving your Name, Email, Phone and Location on

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