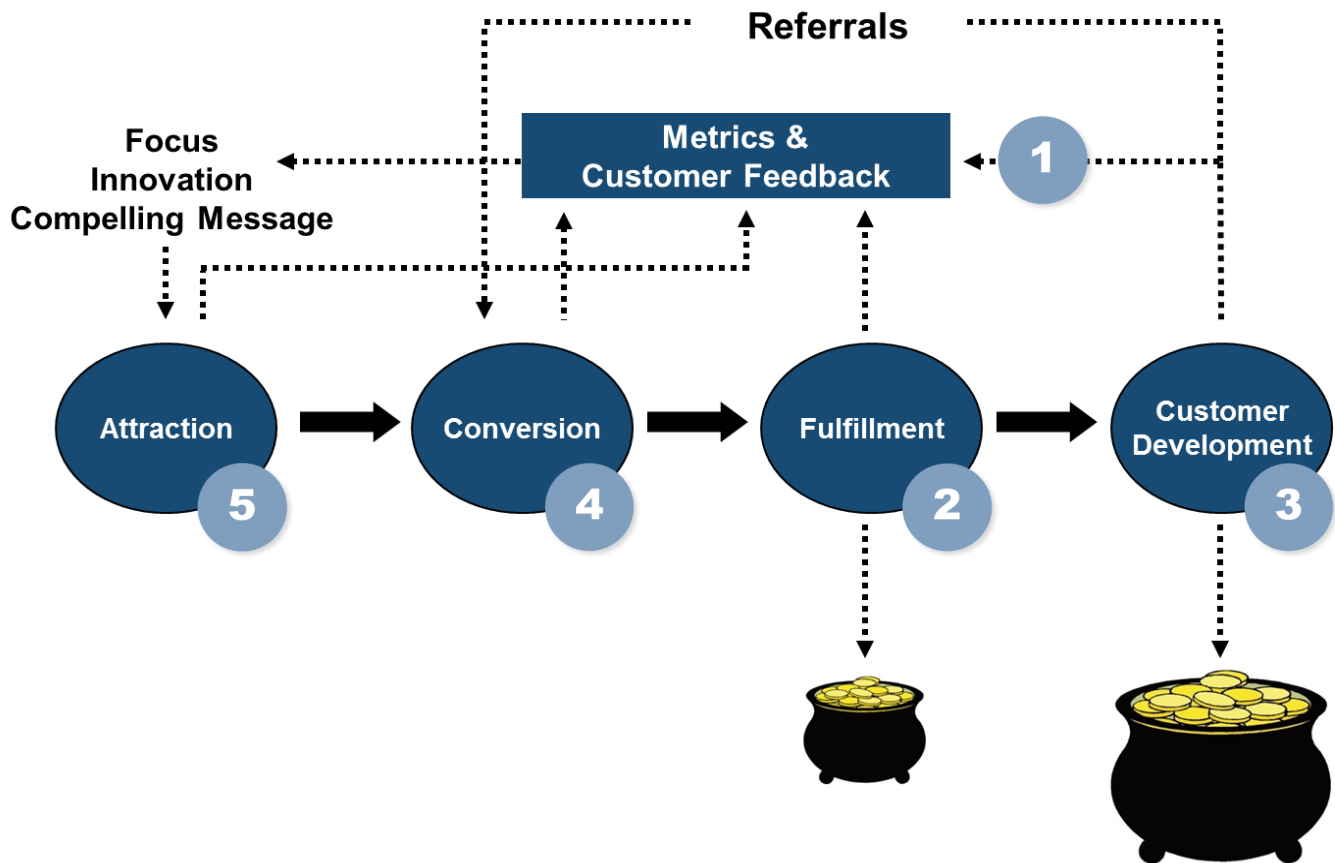


# The Business Growth Engine



## Wonder why some companies seem to grow effortlessly, while others struggle and plateau for years?

The biggest variable is the growth-orientation behind day-to-day operations. Some companies focus solely on getting more customers. Others focus on keeping costs low to remain profitable. Neither works well for sustained growth. Why?

The key is to implement, and NEVER deviate from, the **Growth Formula**:

**Fulfill | Develop | Convert | Attract**

This formula outlines the four business functions critical to driving growth and their absolute order of importance, as well as the strategic integration necessary, to foster consistent, profitable, and systematic growth.

Here's the rub... messing with the formula can (we should say WILL) detrimentally affect the health and vitality of a business. It's just that simple. **Learn how to put this 5-step Growth Formula to work in your business, on the following page.**

# The Growth Formula

1

## Put customer feedback and the RIGHT metrics in place

Without this you have no way of knowing whether things are moving in the right direction or heading off a cliff; you are literally flying blind. Relevant feedback and metrics are the secret to keeping your company growing smoothly, consistently, and profitably.

2

## Profitably deliver quality products and services... ...with a WOW! experience

Few will argue the importance of ensuring your customers are being WOW'ed every single time they do business with you, but if your company isn't making a healthy profit on every single sale, you are doomed. Additional business will only weaken your business, actually inhibiting your growth. It is absolutely critical you analyze each of your profit centers and determine which are most profitable, which are marginal, and which are costing you money so you can eliminate, adjust, and focus.

3

## Develop and sell more to your existing customers

Only when you are certain you are making a strong profit on each and every sale should you then focus on increasing the lifetime value of your customers. Develop ways to provide more services and products. Work to generate more referrals and identify new opportunities from within your current circle(s) of influence.

4

## Improve your sales skills and follow-up process

One of the most under-leveraged assets in almost all companies are unsold prospects. Instead of looking to find your next new customer, work to develop ways to convert more of the prospects who have already shown interest, but have not yet converted into paying customers. Focus on ways to convert more quickly, and more cost effectively.

5

## Attract the RIGHT prospects

Only when all four of the previous growth functions are working well should you begin to really focus on finding brand new leads. Unfortunately, most businesses seeking growth start – and stick – with this step (the LAST step in the formula). As we discussed above, this can be detrimental to profits, at best, and business suicide, at worst.

---

**Want To Build a Company that GROWS  
More Quickly, Consistently, and Profitably?**

[Learn More](#)