How to Grow Your Business

Nurturing a culture of growth takes planning, persistence and a proactive attitude. Here are eight ways to get there.

**BE ADAPTABLE.**
Success hinges on your ability to be flexible. Don’t limit your potential. Take a look at adjacent markets to see how you can expand.

**BUILD SOCIAlS.**
Social media profiles serve as a type of introduction to new leads—don’t underestimate their power. Continuously develop and update your profiles to your advantage.

**RECRUIT WISELY.**
You’re only as strong as your weakest link. Make an effort to recruit great people—and keep them! Invest in people with training and mentoring and you’ll reap the rewards.

**UNDERSTAND DEMAND.**
Do customers want your product or service? If not, it’s time to adapt and expand into other spaces. If so, leverage that need by promoting value.

**LEVERAGE RELATIONSHIPS.**
Land and expand with your customers. Look for new opportunities and ask for referrals with every sale or service.

**ASK FOR IT.**
If you want something, ask for it! Ask for the sale, ask for referrals, ask what you can do to make your customer’s life easier.

**PROMOTE VALUE.**
Provide extra value instead of a discount. Giving your customer something extra instead of cutting your bottom line is a win-win for both parties and creates stickiness.

**UTILIZE SKILLS.**
Ask yourself what you have to offer. Can you offer customers more than what you currently are doing? If so, make a plan to sell that as well.

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10 Ways to Cultivate Your Brand

You know what they say: You never get a second chance to make a first impression. Here are 10 ways to grow your personal and professional brand.

- **MEET PEOPLE.**
  Networking is important, but it’s so much more than just showing up at events. It’s about helping others make connections and sharing your knowledge.

- **KEEP YOUR PROMISES.**
  It’s simple—if you say you’re going to do something, do it. Many people make promises they can’t keep. Making good on yours will set you apart in a good way.

- **OWN YOUR MISTAKES.**
  We all make them. When you make a mistake, own up to it. People respect an admission of error more than a cover up or playing the blame game.

- **GIVE CREDIT.**
  We’re usually not a one-man show, we have a team to back us up. When things go right credit the people who had a hand in it and say thank you. Gratitude goes a long way.

- **BE AUTHENTIC.**
  It’s easy to spot a fake. Carry yourself with integrity and honesty and you’ll never have to worry about what could go wrong.

- **SHARE YOURSELF.**
  It’s okay to talk about family and hobbies when meeting new people. There may be a connection that you would never have learned about.

- **SHARE KNOWLEDGE.**
  Offering a helping hand may be one of the best ways to enhance your brand. Sharing your expertise and offering solutions is a great first step.

- **SAY YES.**
  Make a habit of saying “yes” more than you say “no.” People want to associate with those who are willing to show up and help out.

- **FOLLOW UP.**
  Be consistent and follow up. It’s even okay to follow up on the follow up! Staying in touch shows that you care and the matter is top of mind.

- **WORK AT IT.**
  As with anything else in life, nothing great comes without hard work. A strong work ethic is admirable and people want to be around that kind of energy.

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Partnering 101: Expanding Your Ecosystem

Great partnering is all about adding value and building trust. Create collaborative and aligned partnerships with these best practices.

**DEFINE YOUR OWN GOALS.** Outline your organizational goals, aspirations and targets, and share them with likeminded businesses so you can achieve them together.

**FIND TRUE PARTNERS.** The best partnerships play complementary roles, supply similar customers and are open to partnering.

**CREATE RULES OF ENGAGEMENT.** Developing clear and effective rules of engagement and customer communication allow both parties to deal with potential problems together.

**REFINE YOUR MARKET PROPOSITION.** Don’t stay static. Continue to tweak your value to be attractive to partner companies and stay relevant.

**UNDERSTAND YOUR VALUE.** Focus on developing that value to the fullest extent. Make sure you’re doing what you do better than any other company. Make your company the only choice.

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