

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.



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.



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.



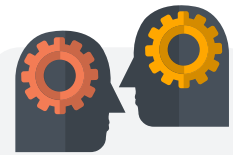
BUILD SOCIALS.

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.



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.



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.



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.

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.

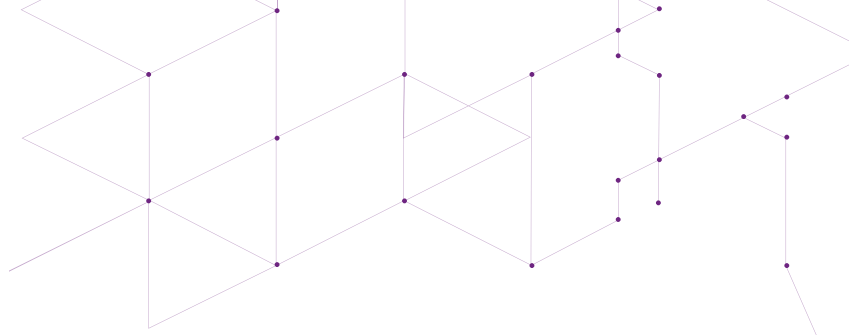
Make a habit of saying "yes" more than you say "no." People want to associate with those who are willing to show up and help out.

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.



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.