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Did you know...

“  
 “90% of new companies never make it to \$1 million in sales...  
 of those, 90% do not make it to \$5 million...  
 and of those, 90% do not make it to \$10 million.”

**To achieve exceptional growth...  
 you can't do what everyone else is doing.**

haley  
 MARKETING

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Did you know...

“  
 “Growth is about more than revenue.”

**Successful companies develop repeatable processes,  
 sustainable strategies and models for consistent profits.**

haley  
 MARKETING

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Crushing the Competition

**Growth Strategies &  
 Competitive Strategies**

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Crushing the Competition

**Growth Strategies**



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10 Growth Strategies

1. Increase market share	6. Strategic acquisition
2. Increase client share	7. Strategic merger
3. Geographic expansion	8. Roll-up
4. Service line extension	9. Local market dominance
5. Follow the client	10. Horizontal or vertical integration



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Crushing the Competition

**Competitive Strategies**



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## 8 Competitive Strategies

### #1 Product Superiority

- Better quality
- Unique features / Better features
- Easier to use / More fun to use
- Better design
- Wider range of features / services



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## 8 Competitive Strategies

### #2 Pricing

- Lower price
- Greater value
- Special offers / deals
- Better payment terms
  - Longer time to pay
  - Lower upfront cost
  - Lower monthly cost
  - Shared risk



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## 8 Competitive Strategies

### #3 Service

- Lower cost for service (time or money)
- Faster delivery
- Better hours
- More personal attention
- More "likeable"
- Offer better advice / greater expertise
- An exceptional service experience



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## 8 Competitive Strategies

### #4 Bundle

- Include add-ons / related services the competition cannot offer
- Offer a wider range of products and services
- Create deals for multiple purchases
- Unbundle – reduce cost by offering different levels of service



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## 8 Competitive Strategies

### #5 Partner

- Develop new sales / distribution channels
  - Resellers
  - Referral partners
  - Bigger network of people who like us
- Bundle products / services with another company's products



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## 8 Competitive Strategies

### #6 Sales & Marketing

- Be more aggressive
  - More direct selling
  - More content & inbound marketing
- Be more visible
- Build a stronger online reputation
- Be more clever in capturing attention
- Offer more value in the sales process



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## 8 Competitive Strategies

### #7 Counterattack

- Create an alternative to the competition's best product or service
  - Better quality / features
  - Similar quality / features at a radically lower price
- Market to their clients (or candidates)
- Offer an incentive to switch



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## 8 Competitive Strategies

### #8 Problem Solve

- Show how your products and services better solve the most important problems your customers have
- Find a new customer problem to solve... then create a product or service to solve it



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## Crushing the Competition

### Creating Your Roadmap



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### Your Growth Roadmap

- Where do we want to go?
- Where are we today?
- What growth strategies best fit our goals, capabilities and market?
- What competitive strategies will give us the best advantage?
- What challenges will we need to overcome?
- How will we do it?
- What happens if we succeed?
- And what about if we don't?




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### Benchmark Yourself

#### Before you start, do an honest self-assessment

- What are our strengths?
  - People
  - Expertise
  - Service offerings
  - Process
  - Technology
  - Sales, marketing and recruiting




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### Benchmark Yourself

#### Before you start, do an honest self-assessment

- And the weaknesses?
  - Process / consistency
  - Range of services
  - Access to talent
  - Speed
  - Price




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Crushing the Competition

**A Final Word of Caution**



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A word of caution

**Growth requires risk**

- You must be willing to change status quo.
- You must be willing to pursue new strategies.
- You must be willing to cannibalize current sales.
- You must be willing to invest in people, process and marketing.
- You must be willing to learn...or replace yourself.



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The key to success

**Be strategic**

- Build on your strengths.
- Know where you want to go...and why.
- Plan for the worst (and hope for the best).
- Get help where you need it.
- Be persistent.



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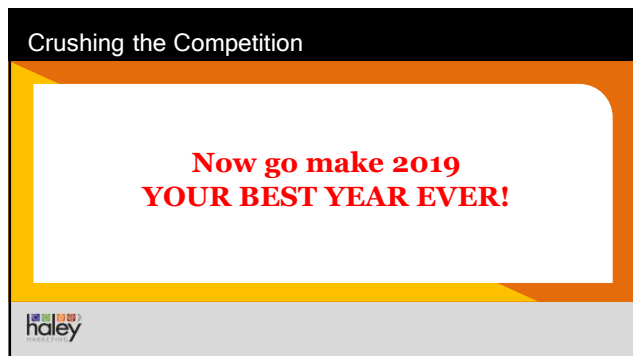
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