

10-Step Sales System for Growth: Step 1

Value Drivers are critical to both the performance of your business today and its value tomorrow.

The reason? Value drivers encapsulate what potential buyers look for in acquisition targets and help maximize business value for your future exit. It's your job as the owner to create value within your business.

One of the value drivers that business owners find most difficult to improve is revenue growth. Unless your products and services are obsolete or not competitive, revenue growth is achievable. But it requires a well-thought out plan, discipline, and hard work. This series of articles is based on the value drivers and provides a step-by-step approach to grow your revenue and perhaps even surpass your sales goals.

The 10-Step Sales System for Growing Your Company

Before we get started make sure you have some type of sales journal so you can jot down:

- 1) Thoughts and ideas.
- 2) Bottlenecks. What's holding you or your company back from amazing sales?

This is not a to-do list, so let's not worry about implementation just yet. Just get your thoughts down. Consider this simple daily habit your personal research and development to growth, and key to your success.

Step 1: Know Your Reasons for Growing the Company

WHY do you want to grow? Use your sales journal to write down all of your reasons. Be as specific and detailed as you can. This will help you set goals. If you have partners, have them do the

same.

I once worked with a very successful and growing service business, owned by a husband and wife who both worked in the business. The wife did not want to grow, and in fact was quite comfortable downsizing. The husband wanted explosive growth. This, as you might expect, was a problem. Make sure that all of your partners want to go in the same direction.

Include others in this exercise. Consider your banker, insurance agent, lawyer, key employees, vendors, trusted friends, relatives or significant other. Ask them if they think you should grow your business and why. You may be surprised at the insight. You may not agree with the feedback, and that's okay.

For example, if increasing sales means that your employees have to do more work, and they are being honest, then they may not be excited to grow the company. "But wait" you say, "I pay bonuses based on sales, this cannot be!" Well, the truth is that you may find that some of your employees are motivated by doing less work than making more money. For now, though, you are just gathering information, not trying to change others' opinions because this is only about you figuring out why you want to grow.

On the other hand, you may find that deep down you really don't want to grow. You may have "arrival syndrome" and be quite comfortable where you are. Or, you're tired of the grind. Your findings may be an epiphany that sets you on another path.

Need Some Help?

Here are 6 excellent reasons to grow sales:

1. To increase your company's value. Increasing sales and cash flows, which typically go hand in hand, is certainly something potential buyers look for.

2. To pay off debt. Reducing debt is very tangible and can be a powerful motivator. Plus it makes focusing on cash flow far more purposeful.
3. To beat your competition. Or you want to continually celebrate, etc. Winning is fun and motivational!
4. To take the business to another level so you can afford better managers. A high performing management team is another value driver to increasing your company's value.
5. To make more money so you can (fill in the blank). Make acquisitions? Open more locations? New car? Lifestyle?
6. To provide more opportunity for employees. This could be promotions, better training, more

money or benefits.

Once you feel your list of reasons is complete, prioritize them to the best of your ability. Done? Good job!

Understanding WHY you want to grow gives you purpose and a foundation for crafting and sharing your Sales Vision. Your employees want to know where the company is going and that they have a future. But before you can share the sales vision, you have to set up your economic model for revenue growth so you can create your sales plan, which is the next article in our 10-part series on How to Grow Your Company.

For more information or to learn how L. Harris Partners can help you grow your business:



Phone 952.944.3303
tom.siders@lharrispartners.com
www.lharrispartners.com