

FAMILY BUSINESS QUICK GROWTH GUIDE



M E R I D I A N

BLESSING FAMILY BUSINESSES
ACROSS GENERATIONS

Your Future Growth Depends On...

#1 YOUR CUSTOMERS

Determine who are your ROCKSTARS!

List out your top 5 customers and find out their latest wants and needs.

Pro Tip: This reconnection could surface new opportunities & products that will aid in your business growth!

#2 YOUNG LEADER IDEAS

Get out of your product box - think beyond what you've "always" done!

Gather the youngest people (by age) in your organization, no matter what their role is.

Ask them...

- What do they see coming?
- What trends do they see?
- What do they think your current customers will be buying in the future?

Mine their ideas!

#3 ACQUISITION APPETITE

The fastest way to grow is simply buying another company.

Talk to the other business owners you know!

Check with your accountant or banker for potential acquisition opportunities they might know of in your area.

#4 DIVERSIFICATION

Who do you pay to do what?

A quick glance over your vendors that you pay can reveal opportunities to grow your revenue in new products and services you already use.

Not only will you save money, but you can sell even to your competitors.

#5 FILLING SALES & MARKETING GAPS

Identify the shortfalls that are stalling your growth.

Many times growth stagnates due to sales and marketing gaps.

Bring your team together to identify and analyze key sales and marketing metrics, then strategize solutions to fill the gaps!

Now you know how to move your business forward... But if making your growth plan still feels harder than it should, **get the *FULL* Growth Playbook to jumpstart your plan now.**