

The who, what and where of business growth

29 April 2015

Sara Wilde-McKeown Managing Director





 Influential™



Who are your customers?



What strategic growth approach should I take?

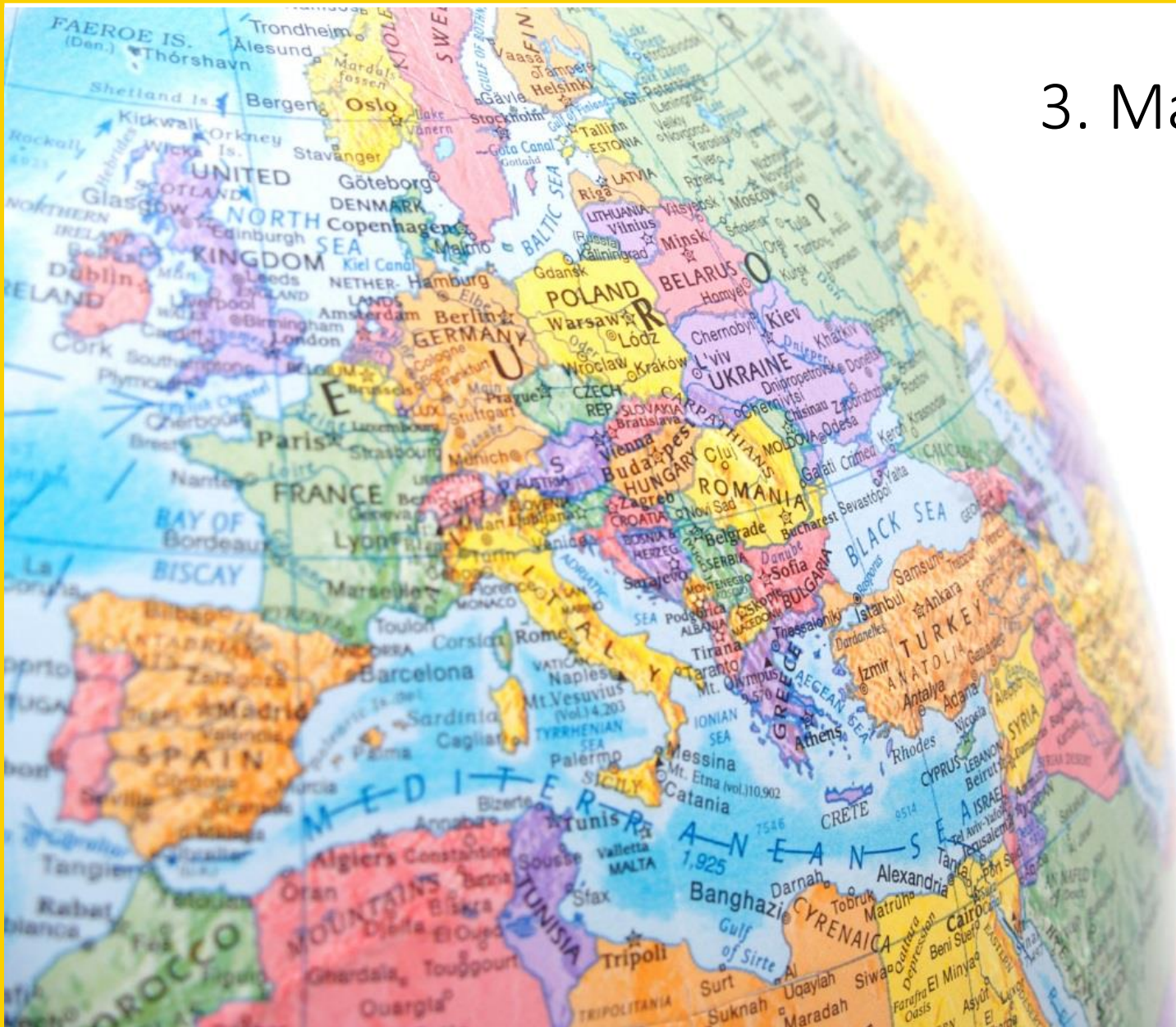


Penetration

2. Product Development



3. Market Development



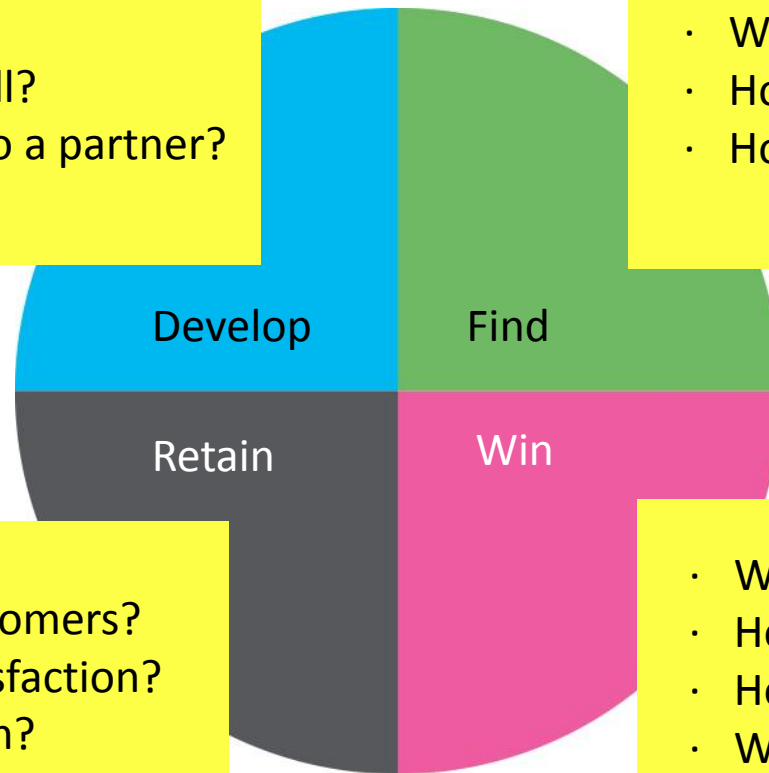
4. Diversification





- How can I grow LTV?
- How do I cross and up-sell?
- Can I turn a customer into a partner?

- What's a good prospect look like?
- How do we find and qualify leads?
- How do we manage our data?



- How should I segment customers?
- How should I measure satisfaction?
- How can I lock customers in?

- Why us?
- How do we build a compelling VP?
- How do we market ourselves?
- What does good look like?

Where can I go for help?



EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13



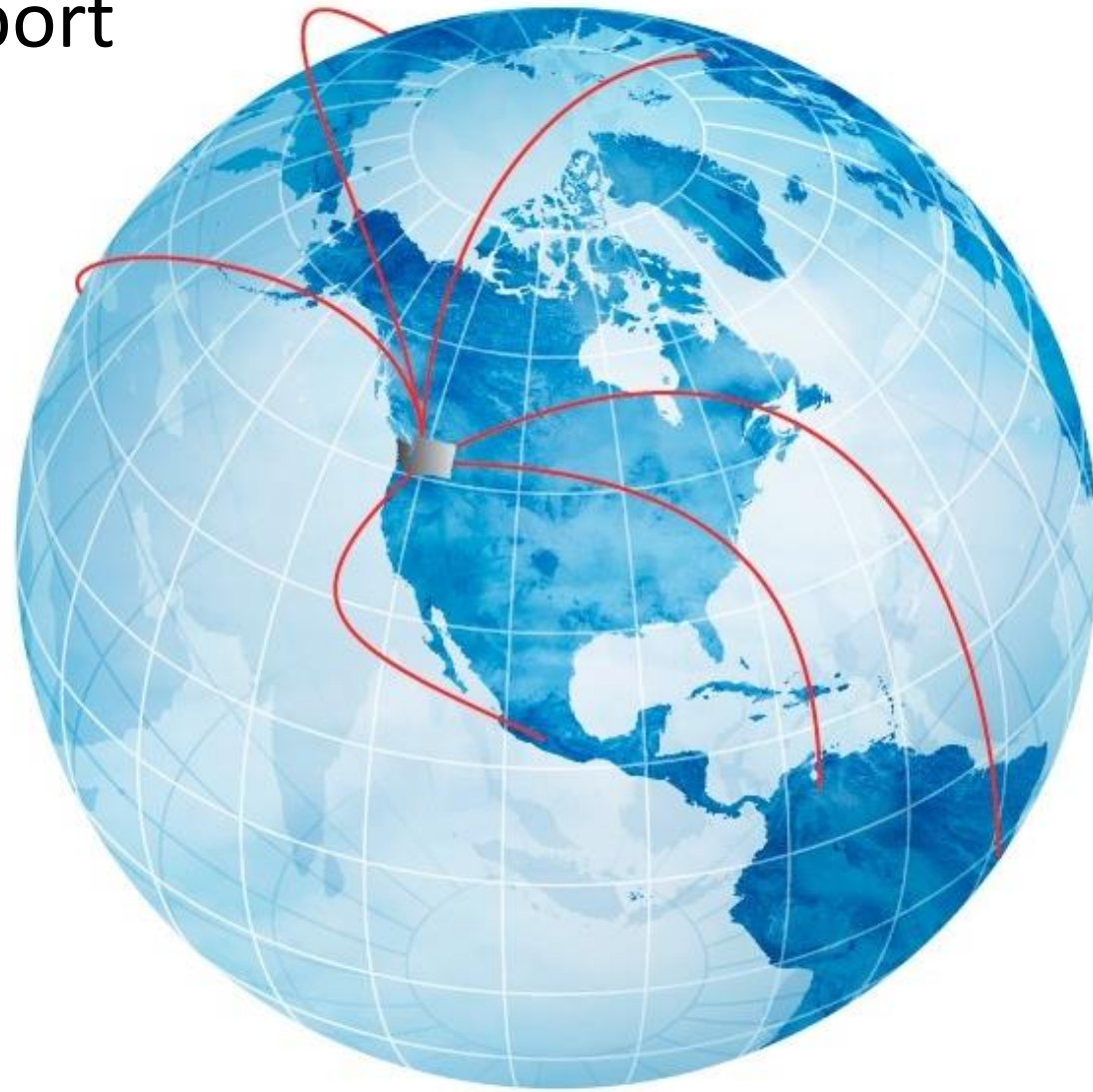
Liverpool & Sefton
Chambers of
Commerce



1. New Markets Programme



2. Help to Export



2. Tax Relief

R&D

Research and Development is
investigative activities that aim at
new products or procedures in
innovations and improvement
Market research is one of the

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