

# How to *grow your business*

Here are 10 ways to help make sure your business thrives...



## *Have solid foundations in place*

At the heart of your company is your core activity and this is what you are all about. Customers come to you for a reason – and you need to make sure that you're delivering this to the best standards you can.



## *Keep a watchful eye on your business*

To grow your business you need to know how well you are performing in all areas. To do this review your strategy and processes regularly to evaluate where improvements can be made to increase efficiency.



## *Find new places to sell*

The world is a big place with endless opportunities so it's vital you explore as much as you can to win new business. Geographical barriers to expansion are much reduced these days thanks to e-commerce.



## *Keep cash pouring in*

A healthy cash flow is key to any business's success. Late payment poses a threat to this but by optimising your credit control procedures and policies you can increase your chances of getting paid on time.



## *Get social*

Social media platforms provide a free stage for you to promote what you do. The evolution of smart phones means you can be updating on the go and can even schedule posts to go out in the future.



## *Dig up old contacts*

Staying in the front of existing customers' minds is essential for repeat business. Sending informative newsletters is a great way to retain their attention, whilst establishing your business as an expert in your field.



## *Diversify*

As your customer base grows so will their needs, so offering complementary products and services to your already established offerings could help generate cash through additional sales.



## *Top up your cash flow*

When new business opportunities arise you may need additional funding in place to take full advantage of them. Talk to a broker to determine what the best solutions for your business are.



## *Spread the word*

Word of mouth is vital for the success of any business. So asking your happy customers to provide an endorsement about how they found your services useful can provide a lot of value.



## *Don't stop now*

Now that your business is blooming don't rest on your laurels. It's important to keep up the hard work because without the right care and attention the business won't survive when things get tough.