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| [Company Name] | your logo here |

# Growing your Business Checklist

There are many ways of growing your business, for some businesses this involves a structured and planned approach and for others it is a more organic or reactive approach, taking advantage of opportunities.

We have prepared for you a checklist to help take your business to the next level – split into several sections depending on how you wish to grow your business. Click on the link below to go to the relevant section.

1. Sell more to current customers
2. Acquire new customers
3. Develop your product range
4. Enter new markets
5. Improve profit

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| Sell more to existing customers | | |
|  | **Yes** | **No** |
| Have I targeted my most attractive customer segment with offers? |  |  |
| Have I researched additional products and services that I can sell to existing customers? |  |  |
| Have I investigated and developed a customer loyalty scheme for repeat business? |  |  |
| Have I created a customer database to target offers? |  |  |
| Have I given my staff additional training in winning more sales? |  |  |
| Have I offered incentives to my staff to encourage sales? |  |  |
| Have I built a fan base through social media? |  |  |
| Have I identified cross-selling opportunities? |  |  |
| Have I reviewed my business plan? |  |  |
| Have I used video to demonstrate and educate consumers on my products or services? |  |  |
| Have I captured and reviewed feedback and comments from current customers to understand their needs and possible improvements? |  |  |
| Have I explored the use of gift vouchers for customers? |  |  |

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| Acquire new customers | | |
|  | **Yes** | **No** |
| Have I researched my current market and developed an understanding of what my competitors, both direct and indirect, offer? |  |  |
| Have I explored the use of social media as a way to improve customer engagement and word of mouth promotion? |  |  |
| Have I investigated alternative methods for consumers to buy my product or service? E.g. offer a home delivery service or host parties/events to promote and sell my product. |  |  |
| Have I adopted direct marketing tactics including direct mail and customer calling? |  |  |
| Have I created exclusive offers and promoted these to potential customers? |  |  |
| Have I investigated and developed a customer loyalty scheme for recommending a friend? |  |  |
| Have I considered the benefits of having a website to promote my business and increase sales? |  |  |
| Have I generated traffic to my website through SEO (search engine optimisation)? |  |  |
| Have I created regular blog content to increase brand exposure, generate leads and increase sales? |  |  |
| Have I used video to demonstrate and educate consumers on my products or services? |  |  |
| Have I bid for government contracts to secure long term sales? |  |  |
| Have I attended networking events through business associations? |  |  |
| Have I outlined and developed a targeted marketing plan? |  |  |

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| Develop my product range | | |
|  | **Yes** | **No** |
| Have I completed market research to understand the needs of consumers? |  |  |
| Do I collect and review customer feedback to help identify opportunities? |  |  |
| Have I identified an opportunity or customer need which my business can fulfil? |  |  |
| Are there any additional products or services available which I can offer to complement my current range? |  |  |
| Am I able to adjust the features of my current product or service to offer a value and premium range? |  |  |
| Am I able to adjust the features of my current product or service to offer a value and premium range? |  |  |
| Have I considered acquiring a competitor? |  |  |

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| ENTER new markets | | |
|  | **Yes** | **No** |
| Have I considered exporting outside of Northern Ireland? |  |  |
| Have I researched foreign markets to identify opportunities? |  |  |
| Have I promoted products or services at industry events and exhibitions? |  |  |
| Have I used ecommerce functionality to sell my products online? |  |  |
| Have I researched the possibility of opening in a new location? |  |  |
| Have I researched and identified any distributors or partners in a new market? |  |  |
| Have I used Google Global Market Finder to identify customers in similar markets? |  |  |
| Have I investigated wholesaling and retailing? |  |  |
| Have I researched support available to help businesses exporting? |  |  |
| Have I considered hiring sales representatives in new market? |  |  |

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| Improve profit | | |
|  | **Yes** | **No** |
| Have I identified Marketing Automation services that will help save time and generate profit? |  |  |
| Have I tried lower energy use? |  |  |
| Have I tried to reduce operating waste? |  |  |
| Have I identified opportunities to improve outputs? |  |  |
| Have I tried to re-negotiate contracts with suppliers to improve margins? |  |  |
| Can I adjust overheads where possible? |  |  |
| Can I build a system to collect money owed to me faster? |  |  |
| Do I issue invoices in a timely fashion including the date payment is due? |  |  |

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| Help and support from Dankse Bank | | |
|  | **Yes** | **No** |
| Have I set up online banking to manage my everyday finances and to contact the bank easily? |  |  |
| Have I explored banking solutions to improve my cash flow, including collection direct debits and accepting card payments? |  |  |
| Would a business loan help fund business development & growth? |  |  |
| Have I used Danske Banks’ trade finance expertise? |  |  |
| Can I use Danske Banks’ business insights to identify possible areas of growth? |  |  |