

## **Achieving Upside Potential**

When you think about what else you could be doing to push your company to the next level of growth where do you think the opportunities are? Many would say the answer is to sell more. Sure that is the obvious answer. But there is a much broader view that should be taken.

First, consider positioning the company in expansive, multiple markets as a place to start. Building multiple revenue streams spreads the risk and increases the chances of hitting it big. Often this can be accomplished simply by putting a different story around what the company already does or sells. What are other ways to sell your products? Following multiple revenue channels might find uses or problems that the company's product could solve opening possibilities not thought about using conventional wisdom.

As the company starts providing new solutions, finding new customers and entering new markets more new opportunities to expand will emerge. Doors will open perhaps never considered or thought possible. And the best part is that doing this does not have to cost great sums of money, only the time and imagination of the company's visionaries.

Clearly this is a role assigned to the CEO for he/she is the only person who has the total perspective of the capabilities and resources of the company. But it is an assignment that can be shared by others in the company. In fact, the more people charged with this responsibility, the higher the probability of success.

Consider asking your customers how they use your products. Their answers may open new possibilities. The customer is using your product based on their need or perspective, but it may surprise you what that use is or why they have chosen your product or service. You may find your product or service carries your company's opportunity into vertical markets or sectors you don't even know exist. When you add what you know about the possibilities, and you can expand on the ideas of your customers' uses, you may find your product(s) has a set of possibilities that you have not been considering.

If you will look at the products that exist in the newly identified possible markets you may find success patterns you could emulate. This will provide an efficient path for the introduction of your product in a new marketplace. Tapping existing distribution channels in the new markets will provide cost effective efficient ways to enter an unfamiliar marketplace.

It is amazing what you might come up with simply by asking those who are willing to share their ideas. So look into your network, starting in-house and your best customers. Then talk to others in your marketplace and the potential new ones. Query those who service your competitors to learn what they are doing. Open your mind to the possibilities. Think big. You can always down size your imagination.

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*Working with Plus Point Partners will be game changing for your company!*

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