

Business Growth Strategy

Business Growth

Business Growth focusses on adding revenues to the top line. Revenues that are more profitable, sustainable and deliver greater future potential. To achieve all this, we need to work to minimise the impact to the cost base of the business.



Mission23 Business Growth Professionals will work with you and:

- Identify the Growth Strategy right for you
- Build a Strategic Marketing Framework that you can take forward in your business
- Develop a fully Integrated Marketing Plan that works. Taking into how your customer wishes to interact with you
- Work with you to understand which Sales Strategies work best for you, your product and your marketplace
- Convert your annual revenue goals into quarterly and monthly targets, identify the measures to success, and build the processes and skills to perform

Developing a Strategy for Growth is critical for the survival of any business, from startup to established enterprise. Such a strategy relies heavily on marketing and then sales as well as a thorough understanding of the financial elements that can propel a company forward or hold it back.



Business Growth Strategy

- Identify the right Strategy for Growth
- Build a Strategic Framework
- Develop an Integrated Marketing Plan
- Build Sales Strategies
- Put in Place Revenue Planning

Marketing Framework and Plan

- Positioning
- Market Insight and Understanding
- Competitive Analysis
- Channels to Market
- Segmentation and Penetration
- Tactical and Strategic Plans
- Customer and Supplier Relationships

Sales Strategy

- Team and Culture
- Processes
- Tools and Systems, Reporting
- Partnerships
- Mergers/Acquisitions

Revenue Plan

- Goal setting
- Measurement and performance
- Product Performance

Four key elements to Business Growth Strategy

Very often business have established and well proven methodologies, systems and process and an effective sales and marketing team. Mission23 is very aware that we do not always need to reinvent what already exists. We take a methodical approach and apply our expertise where it is needed. Changes that need to be made not just change for the sake of it