

Organic Growth Strategy

Ever seen kudzu take over a Carolina forest? Ever noticed ivy growing up a brick wall? There's a business lesson in there somewhere.

When we were adding a patio onto our home, we had to remove some groundcover that had been planted there by previous owners. It was pachysandra, which grows from a short woody stalk and spreads on long vines.

That's great if you want the groundcover. But if you want to get rid of it, you can't just cut it off at the stalk. It won't shrivel up and die when deprived of the primary root -- it has laid small roots all along the way, and it will just keep growing.

Ivy and kudzu and pachysandra all have a genius growth strategy built right in: **They put down roots everywhere they go.**

It works for them, and it's not a bad strategy for many businesses too.

At the heart of this organic growth strategy is the concept that as you successfully serve one customer, you immediately leverage that success to target others just like them. The common thread might be geographic, demographic, or some other identifiable trait.

For example, a roofing contractor replaces a roof on a customer's home. For someone who is not thinking strategically, this is a nice project with a nice profit. But for the roofer who is thinking strategically about acquiring new business, this is a golden opportunity to target the rest of that street or even neighborhood.

Making a sale is nice. Starting a wave of sales is what we're after. And it doesn't even have to cost that much.



"Don't just serve your customer -- put down roots!"

Make it systematic and it can transform your business.

Neighborhoods tend to have homes of similar age and size, which means several roofs in the area may be needing repair or replacement soon. This is a target-rich environment, and you have the most legitimate of reasons to talk business: you've already satisfied someone just like them.

When you work this strategy properly, you can turn the first project of a certain type into a steady stream. If you just do your job and leave, you're leaving opportunities untapped -- opportunities that have a lower acquisition cost than starting from scratch each time.

Business as usual says you should just wait by the phone until a new prospect calls you, but we're not into business as usual.

You'll have pockets of business feeding into your pipeline from places you've already been. You've laid down roots as you went along.

This is a powerful growth strategy, not just a survival technique. Make it your new nature.

And if you need help, Fox Marketing Group will customize this strategy to you. Call today to professionalize the way you gain business.