

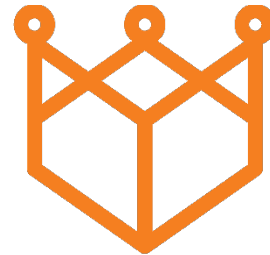


**BUSINESS EVENTS**

# Seven Smart Steps for Revenue Growth

June 14, 2017

# Thank you to our sponsor and host!



**KINGSOLUTIONS**

# Seven Steps for Revenue Growth



# 7-Step Growth Action Plan

Growth Strategy/Initiative: \_\_\_\_\_

## Sustain



### 1) Customer

What customer group are we targeting? (Favorite / Best Fit)

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### 2) Objective

What business/customer results are we trying to achieve? (SMART)

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### 3) Message

What is the message? (Targeted Value Promise)

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### 4) Connection

What is the best pathway of connection with the customer?

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### 5) Impact

What is the desired customer action?  
How can it be measured?

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### 6) Learning

How can we improve organizational awareness and learning?

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## Sustain

# The Pieces Are Just the Beginning



# Integrate the Solutions to Grow



# Stories About Painting the Future



# Questions?

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