

# 8 Tips for Growing Your Business

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It's possible to build on your success even in challenging economic times. The basic principles of staying focused on delivering real customer value while remaining true to your goals become even more important. If your business is growing, or you'd like it to, here are some ideas and resources to help you.

## 1. Customers first.

Celebrate your customers and align any growth plan around protecting your existing relationships. Sustainable business growth depends on keeping your customers happy, just as it did when you started your business. Consider creating customer reward programs (discounts, extended payment terms, etc.) to ensure customer loyalty.

## 2. What makes your business unique?

Being able to express your business's core principles and values will help you choose appropriate growth strategies. If you haven't done so already, create a polished 20 second "elevator speech" that summarizes your business's products and uniqueness. This summary will help you focus branding and marketing efforts, and will provide the core for conversations with those you reach out to.

## 3. Sell solutions, not widgets.

Ramping up sales is easier when you focus on this reality: you're selling a result, not a thing. Avoid "feature dumps" that emphasize the characteristics of your product rather than how it benefits your customer. The most effective sales conversation begins with questions to determine if your prospective buyer has a need for what you're selling. The goal is to match your products and services to what your prospect needs. If you can't make a match, move on.

## 4. Growth? Look out!

A challenge for many small business owners is shifting their perspective from inside their business—the daily details of running the business, to outside the business—developing a strategy for growth, researching markets, understanding competition and so on. Need help? Reach out for resources. Look for ways to harness the expertise and experience of others through networking. As time permits, join associations and attend meetings. It takes time, but can yield benefits without requiring capital.

[Read the next 4 tips here.](#)