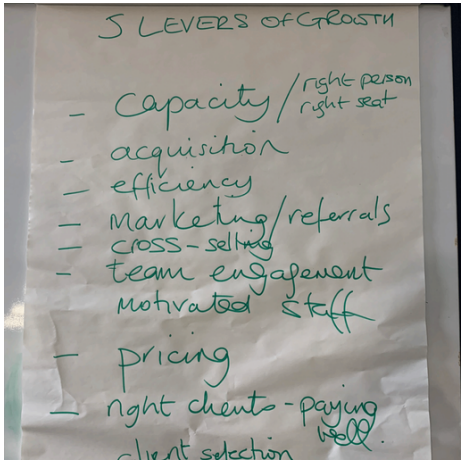
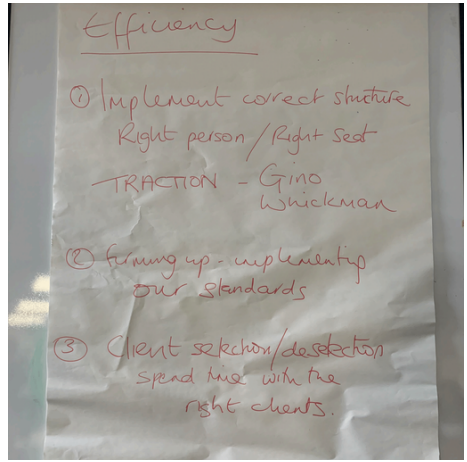
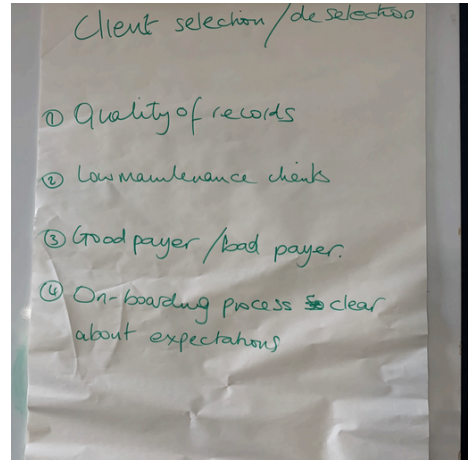
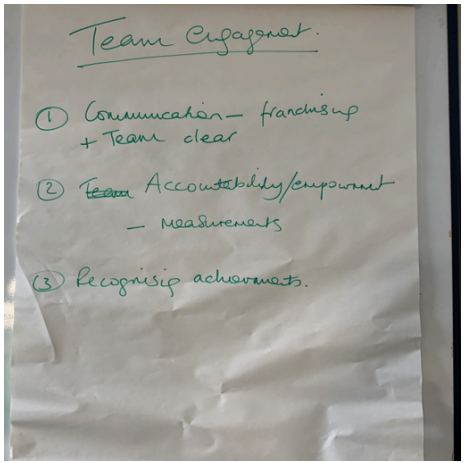
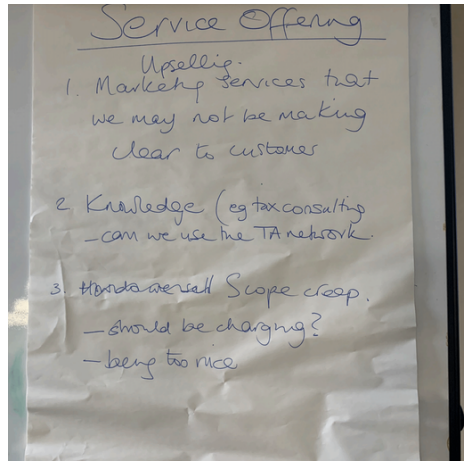
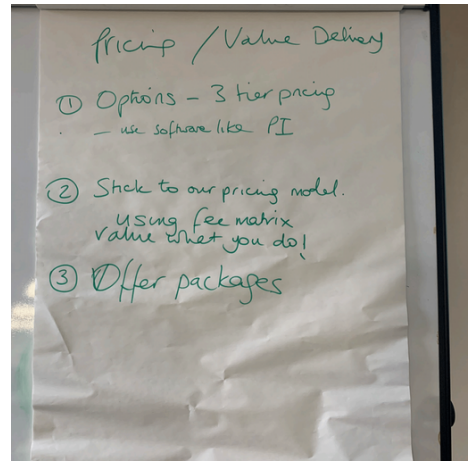

5 LEVERS OF GROWTH
- Capacity / right person right seat
- acquisition
- efficiency
- Marketing / referrals
- cross-selling
- team engagement motivated staff
- pricing
- right clients - paying well.
client selection


Efficiency
① Implement correct structure
Right person / Right seat
TRACTION - Gino Wickman
② firming up - implementing our standards
③ Client selection/deselection
spend time with the right clients.


Client selection / de selection
① Quality of records
② Low maintenance clients
③ Good payer / bad payer.
④ On-boarding process so clear about expectations


Team Engagement.
① Communication - franchising + Team clear
② Team Accountability/empowerment
- measurements
③ Recognising achievements.


Service Offering
Upselling.
1. Marketing services that we may not be making clear to customers
2. Knowledge (eg tax consulting - can we use the TA network.
3. How to avoid Scope creep.
- should be charging?
- being too nice


Pricing / Value Delivery
① Options - 3 tier pricing
- use software like PI
② Stick to our pricing model.
Using fee matrix
value what you do!
③ Offer packages