

GROWING YOUR BUSINESS

To assist your business' growth we've compiled a checklist of actions that will help prepare it for the next level.

FOCUS ON EXISTING CUSTOMERS

- Target your best customers with offers
- Research what else you can sell
- Investigate creating a customer loyalty scheme
- Create a customer database to target offers
- Train your staff on ways to improve sales conversions
- Offer incentives for your staff to sell more
- Build a community through social media
- Identify any cross sell opportunities
- Review your business plan

FIND NEW CUSTOMERS (WITHIN YOUR CURRENT MARKET)

- Use direct marketing
- Find ways to generate word of mouth
- Create exclusive offers
- Increase your profile through online directories
- Increase web traffic by improving your search engine optimisation (SEO)
- Purchase search keywords to improve your online exposure
- Use Instagram to display your business
- Create regular blogs
- Run demonstrations or workshops to educate clients
- Network by joining business associations
- Create a targeted marketing plan

FIND NEW MARKETS (WITH EXISTING PRODUCTS OR SERVICES)

- Create a YouTube channel to increase your profile
- Use Google Global Market Finder to identify customers in similar markets
- Use Facebook and LinkedIn to grow your connections
- Exhibit at trade events or conferences
- Make your product available for purchase online
- Investigate opening in a new location
- Bid for government contracts to secure long term sales
- Investigate wholesaling and retailing
- Research buying a business in a different market
- Hire sales reps
- Export outside Australia

DEVELOP NEW PRODUCTS OR SERVICES (TO OPEN NEW MARKETS)

- Conduct customer research to identify new ideas
- Consult thought leaders for specialised advice and expertise
- Check financial feasibility of any new product or service
- Test new offerings with your customers
- Protect your intellectual property
- License other products
- Look to joint venture with other businesses offering different products
- Import products unavailable in Australia

IMPROVE PROFIT

- Automate processes to save time
- Lower energy use
- Reduce operating waste
- Investigate ways to improve your output
- Negotiate prices to improve your margin
- Identify what overheads you can lower
- Build a process to collect money owed to you faster

HOW ANZ CAN HELP YOU FUND YOUR GROWTH PLANS

- Review your current banking with an ANZ Small Business Specialist
- Access a business loan to fund business development
- Use ANZ's export trade finance solutions
- Set up Internet banking to accept online payments
- Use ANZ Business Insights to identify possible areas of growth
- Check your banking solutions can grow as you do



For more tips and tools on each of these steps, visit anzsmallbusinesshub.com.au