Guest,

Welcome to:

The Secret Sauce: A Recipe for Growth

Presented by
Lighthouse Consulting Services, LLC

Featured Guest:
Marc Emmer
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THE BENEFITS OF SCALE

Volume for acquisitions $50M-$99M increased 7.5% in 2015

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Leveraging Vertical Integration
Payden/Kraitz
CashBalance Online
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Scalable companies constantly evolve their business model and seek out service innovations.

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Scalable companies identify how they will leverage technology for competitive advantage.
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HOW TO GROW THE CORE
Break the Cadence

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Scalable companies identify market verticals, segments and specialties where they can win and prove their value.

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Scalable companies have differentiated value propositions in each sector they serve.
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Scaled companies deliver value against purchase triggers that matter most to customers.
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Scalable companies have a written strategic plan that unifies management.
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Strategic Action Steps

1. Plot your growth plan, being thoughtful about growth (by segments), risk and diversification.
2. Develop content that proves your value, including dedicated landing pages, for every sector you serve.
3. Actively consider what elements of the value chain you can serve, and if you can create a network or a platform.
4. Ask of your management team, how can technology be a competitive advantage for our company? If your team cannot answer the question, consider bringing in people who can.

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Strategic Action Steps
5. Ensure your marketing delivers an emotional message and you have tools to make memorable connections with customers.
6. Review differentiators with your sales and marketing team, you should be able to name three. Make sure you can validate claims that you are differentiated.
7. Make sure that your strategic plan is written, clearly understood, and unifies your management team.
8. Be clear about the value drivers that will increase the value of your business.

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