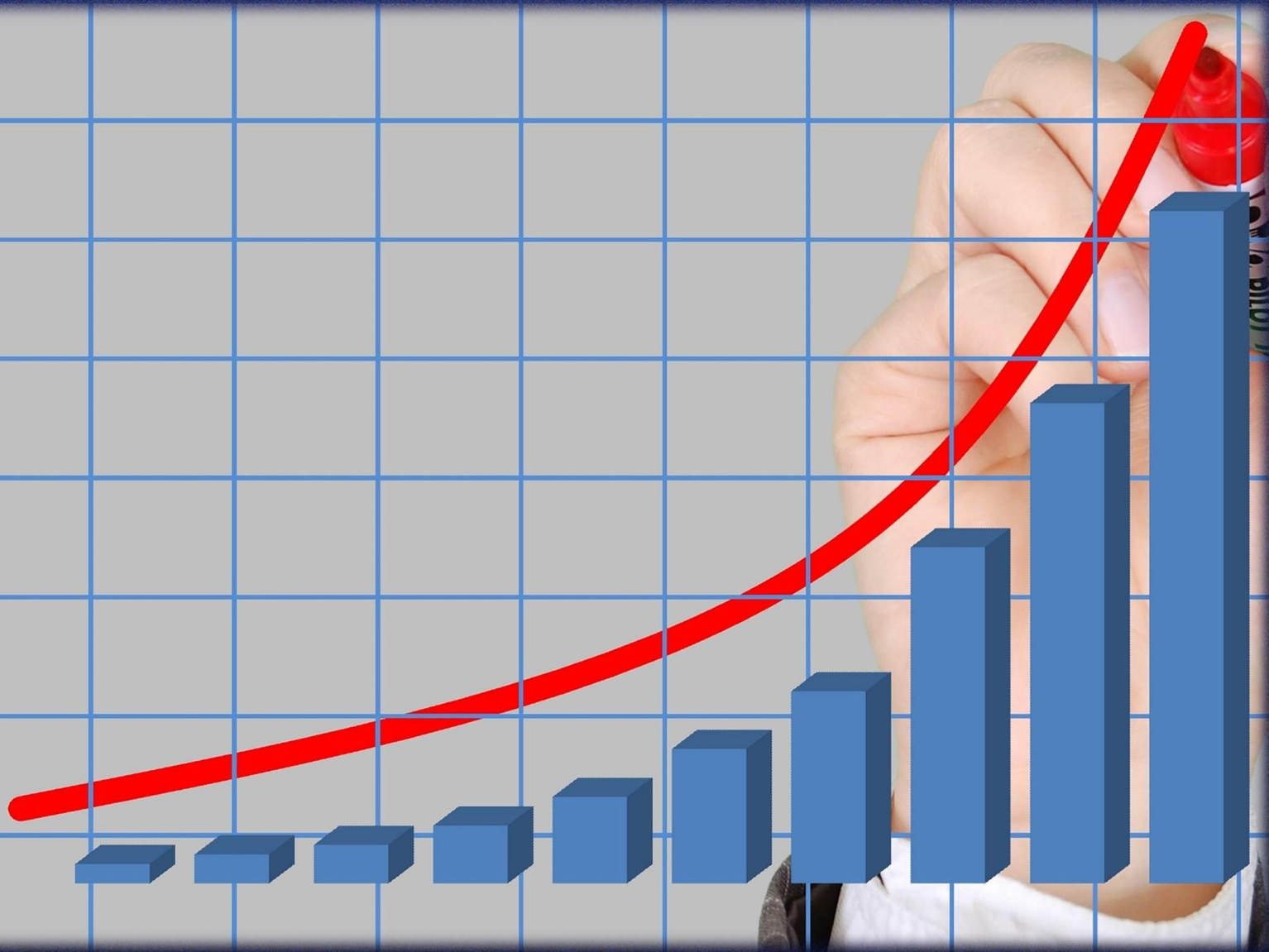


# 3d CONSULTING NUGGETS

## Six Simple Ways To Rapidly Accelerate Your Business Growth



**3d Consulting Services**

*Magnify Your Mission : Multiply Your Reach*

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Created by 3d Consulting Services

# **Six Simple Ways To Rapidly Accelerate Your Business Growth**

**Tim Dodd**



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## Introduction

You've decided it's time to start growing your business, but where do you start?

There are so many moving pieces involved in moving a business into its next stages of growth, and it can seem overwhelming to begin. To tackle that overwhelm, you'll need to take an organized and systematic approach.

Before you start considering new investments or marketing strategies, you already have a valuable asset that can be the foundation for immediate growth: your current customers.

### 1. Discover Your Strong Points

In order for your business to grow, you need to understand its strengths. It can be difficult to make an objective assessment yourself. By talking to your customers and getting their feedback, find out why they like you and your business so much.

A strength might be something like your wide product range. It could be your careful attention or speed in dealing with customer service issues. The fact that you respond in real time to inquiries through chat or email might be an aspect of your business that your customers love.

There's a good chance that your customers know things about your business you don't know. Your assumptions about your strong points might be totally wrong. This could be an eye-opening process.

There are many ways you can obtain this feedback. You can conduct surveys online. Gathering this information can be worked into your usual sales process with an automated email at a key point. You might reach out personally to your biggest buyers or brand advocates. Keep in regular communication with your market and they'll tell you how they feel about you.

Once you know your strong points, you can leverage them for growth.

#### **Next Steps:**

- Choose three key methods for seeking feedback from your customers
- Reach out to your customers and look for patterns in the feedback they give you
- Identify three key strengths that you can play to in order to grow your business.

## **2. Get New Product and Service Ideas**

As you grow, you'll need new products and services. Ask your existing customers, who know your business well, to help you come up with ideas for offers they'd like to see.

A great way to do this is to set up a group on social media where your customers can discuss with you and with each other. You can also use other methods mentioned in the last module for getting feedback on your strengths. Ask them what they'd like to see you offer.

At the time of writing, the most popular social media platform is Facebook, which allows you to easily set up groups and invite your current followers. One advantage of Facebook is that it has so many users worldwide, so it's likely that your customers are already there. Also consider any other social media sites your customers are using. If you're a B2B company, you may have an audience on the professional social media networking site LinkedIn.

Through the Internet, you can set up focus groups and hold discussions with your audience. While you're discussing ideas, you can also ask for feedback on changes you could make that would improve your services. You might find that your customers would like to see you on Instagram, or that they wish you could offer faster shipping time.

Once you have some ideas, take them back to your team and discuss what you can or can't do, and what would lead to profits or business growth.

### **Next Steps:**

- Create a social media group for your customers
- Set up groups where you can discuss future products or services

## **3. Go the Extra Mile for Your Buyers**

You can fuel your business growth by going the extra mile for your current customers. If you improve how you handle them, you'll retain your customers, get referrals from them, and increase overall satisfaction. There are many different ways to make improvements.

**Pick up Speed.** If you can respond or deliver slightly faster, this can really help improve your customers' experience. Explore other delivery options to see if you can find something that's quicker. Use real-time chat so that you know the moment someone is trying to reach you. Respond immediately even if you don't have an answer, saying something like, "Let me check and I'll get back to you."

**Take an Individual Approach.** Interact with customers and respond to issues personally. Don't automate. Learn about your customers on a personal level. For example, chat with them on social media. You'll create a better experience for them and also find out more about them so that you understand how to make them happy.

**Win People Back.** When there is a problem or negative comment, do your best to help the person solve their problem and give them something extra to win them back and assure their satisfaction. People who have had a negative experience and seen your stellar response can become your biggest brand advocates.

**Know Your Customers Well.** Learn everything you can about your customers. Use marketing data as well as personal interactions, and tailor your customer service to their tastes and preferences.

**Be Consistent.** Handle all issues in the same way and establish protocols to make sure everyone on your team offers consistent customer service. This makes your customers comfortable and sets expectations. Make sure your team is on the same page and everyone knows how to handle any potential issue that might arise.

**Put Customers First.** When you make any changes in your business processes or products, always put your customers first. Consider how the change will affect them, and make sure it's in their best interests.

**Next Step:**

- Consider the above methods. Which can you implement?

## 4. Nurture the Relationship with Your Customer

It's not enough to just offer great customer service. You need to work towards building strong, long-lasting relationships with your customers.

**Email Marketing.** Email marketing is a very direct way to interact with your audience. Build an email list and send your subscribers regular messages with helpful exclusive content they can use to solve their problems.

**Social Media Challenges.** Give your audience a challenge on social media and see what they come up with. Give them a creative task that's fun for them. You can offer an incentive to participate or create a system of rewards and prizes for the best entry. Increase engagement even further by getting other audience members to decide who is the winner.

**Hold Webinars and Hangouts.** Give your customers a chance to interact with you and each other through webinars and online hangouts. The content of these events could be Q&A sessions, presentations, or focus group feedback sessions.

**Entertain Your Audience.** Although your main purpose with online content is to help your audience solve their problems, you can nurture a relationship with them by also entertaining them. If you know your audience well, you'll understand what they like and what they find interesting. Share content sometimes that's just for fun.

**Develop a Simple App.** Create an app that solves a simple problem or helps your customers accomplish something. This is a great way to build relationships because it gets them to interact with you through their mobile device.

**Create a VIP List.** Identify VIPs who are the most engaged with your business or have the greatest influence over others. Offer them special promotions or a special type of membership. Build a strong connection with them and they'll help you nurture your relationship with others.

**Interact Offline.** Host offline events or join local community events where your customers are. Offline interactions are more authentic and personal.



**Next Step:**

- Choose three of the above methods to get your audience engaged and implement them.

## 5. Offer Rewards for Referrals

Referrals are the best marketing for any business. When someone tells their friends how much they love your company, you're nearly assured new customers. People might organically tell others about you, but it's more effective to have a system in place to ensure these referrals happen. The way to do this is to create a customer referral program.

The key to a successful referral program is to figure out the best timing. There are certain times that are best to ask for referrals, *for example*:

- Right after a customer makes a purchase.
- When someone sends you a personal message thanking you or praising you.
- At the conclusion of helping someone solve a particular problem, you can ask them to tell others if they were happy with your service.

You can get people to refer you by offering a small incentive or reward for doing it. It could be something that doesn't cost your business anything, like exclusive high-value content or free access to a premium service.

Publicize your referral program so that everyone in your audience knows about it. Feature it prominently in your marketing and make it easy for people to refer you. You can put a link on your site that says "tell a friend" or add social media buttons. Remove any obstacles or steps that might stand in a customer's way.

You can also reach out to reviewers, bloggers, and others who have a large audience and get them to talk about you. Give them an incentive or do something for them in return for the favour.

**Next Step:**

- Create your own referral program and track metrics to see whether it's working.

## 6. Extend Your Customer Database

Always look for opportunities to bring new prospects into your orbit. Grow your database of customers and contacts, and this will help your business grow.

Get into the routine of regularly attending networking events and talk to as many people as possible. Create an elevator speech you can deliver quickly that explains the unique benefits you can offer. Look for ways you can help them and pitch ideas.

In addition, create a system for following up and telling people about your business or offering ways you can help them. Use a calendar to keep this organized for best results.

### **Next Steps:**

- Find networking events to attend and prepare an elevator speech for the people you meet there
- Create a system for bringing new people into your orbit.

Has this short report proven helpful?

Hopefully, it's provided you with a solid introduction as to how you might start to accelerate your business growth, if that's one of your primary, long-term objectives. And I'm sure that you also realise that there's a great deal more you'll need to do in order to get your business to the level that you truly want.

So, if you want to grow your business quickly, head over to...

**[www.3dConsultingServices.com](http://www.3dConsultingServices.com)**

and see how else we can help you achieve your long term goals faster.

We guarantee you'll be delighted you did!

## About The Author:



Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you're an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I'm certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to [www.3dconsultingservices.com/call](http://www.3dconsultingservices.com/call) and select the appointment time that's most convenient for you.

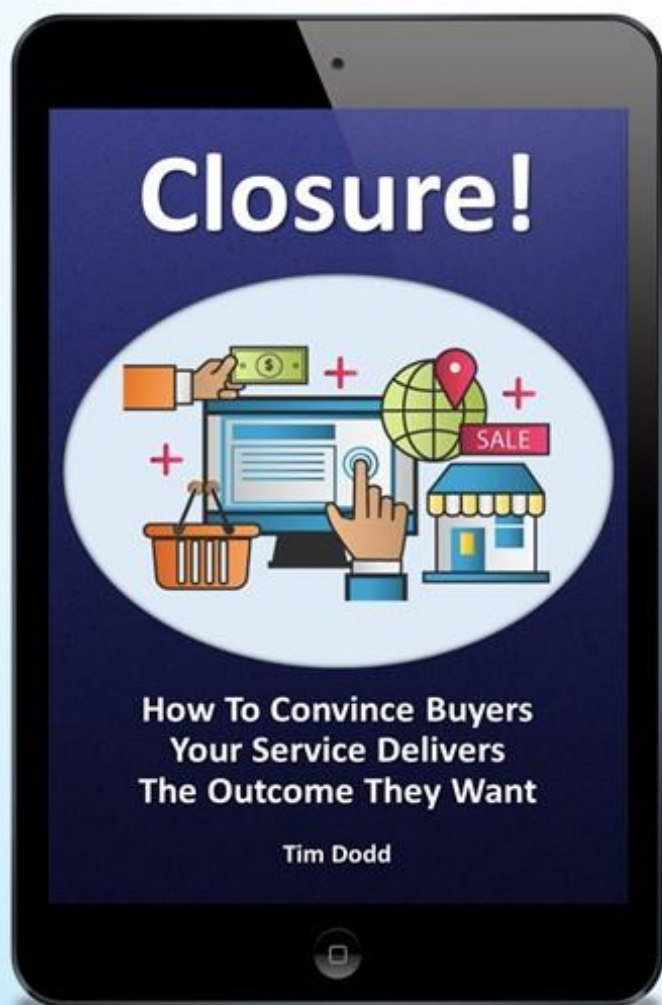
There's no charge, and when we talk I promise to provide you with at least one strategy you could implement immediately which would transform how you won new clients in the future!

And, whether you decide to get in touch or not, may your God always be with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

*Tim*

**These Days Traffic Generation Isn't A Problem.  
Convincing Browsers To Buy Is The Challenge!  
Yet, A Few Little Tweaks To Your Website Can  
Soon Fix That When You Know What To Change...**



**Readers Who Implement These  
Changes Truly Appreciate The  
Difference It Makes To Their Sales!**

Every self-respecting business owner would like more paying customers. It doesn't matter what you sell, the end goal of being in business is to keep finding people who want and, more importantly, are in a position to buy the product or service you offer.

So if you have a website and want to learn how you can easily set yourself apart from other suppliers in your marketplace, take a proper look at this easy to follow guide right now. Then start by completing the first exercise and very soon you'll see it yield truly excellent returns on a tiny investment!

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