

DESIGN | NEGOTIATE | DEVELOP | MANAGE



**Grow Your Business Programme™**

# Grow Your Business Programme™

The Ogilvie Ross **Grow Your Business Programme™** helps you create an action plan for your business that you can use to generate real growth in terms of revenues and profits.



You get access to ideas that have generated over £12,000,000 in new business for clients over the past 10 years. These ideas are used by many other businesses to generate £10,000,000's every year.

You will get your own Growth Plan that you've created so that you know what to do. From this starting point you should be able to increase your revenue and profitability without the need to make major investment.

The Grow Your Business Programme™ aims to help organisations of all different sizes implement strategies, techniques and tactics that will help them to:

- Understand what they really do for their customers
- Identify why their customers buy
- Recognised the difference between benefits and features
- Understand the difference between real and perceived value
- Effectively communicate benefits and values
- Identify the correct customer for each product or service
- Get the best possible returns for their sales efforts
- Create a growth plan that will work



# Grow Your Business Programme™

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The Grow Your Business Programme™ is designed to run over 4 weeks and is split into 4 parts:

- Understanding What Makes People Buy
- Marketing Your Business
- Maximising Sales Potential
- Creating Your Own Growth Plan

## Understanding What Makes People Buy

The first module will help you understand what factors influence people to make buying decisions, how to put forward a winning proposal and create a long-lasting sales pipeline for your business.

## Marketing Your Business

This module focuses on who the right customers are and the ways you can maximise the profile of your business. We will look at the best ways to create your brand image and how to attract new customers.

## Maximising Sales Potential

Where are your profitable sales and how do you create the highest levels of revenue and profit? We will look at proven techniques that add value to your customer relationships and help to avoid costly mistakes and wasted sales effort.

## Creating Your Own Growth Plan

The final module looks at your own business and helps you to define a 12-month sales and marketing campaign designed to increase sales and grow your profits.

Ogilvie Ross LLP  
15 Springfield Park  
Kinross  
KY13 8QS

t: +44 (0) 1577 863040  
e: [info@ogilvieross.co.uk](mailto:info@ogilvieross.co.uk)  
w: [www.ogilvieross.co.uk](http://www.ogilvieross.co.uk)



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