

# Company Growth Project

## (part business development)

### 7. Tracking System

Develop a homogeneous, standardized methodology to measure Growth Plan implementation progress and achieved results

### 6. Inorganic growth

*Assessment of inorganic growth opportunities, at a regional or country level, based on pre-defined criteria*

### 5. Resource Planning

Allocation of Mkting, Sales and Delivery resources on the different segments  
Link resources to specific growth target  
Field selling costs and ROI identification

### 1. Market assessment & Company positioning

Company and main competitors market share and positioning

### 2. Target setting

3 years growth targets (BG, verticals, geographies, etc.)  
Sensitivity analyses on the market shares that can be reached in the different areas

### 3. Business development plan

- 2 minute message
- Content throughout the funnel.
- Journey board
- Sales conversion
- Business plan one pager
- Timeplan template

### 4. Offering priorities

Prioritization and selection of solutions to push on the different customer segments, and estimate of potential growth targets

