# **STRATEGY – Where would you like to grow?**

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| --- | --- |
| Existing Customers - Sold a new product | New Customers – Sold a new product |
| Existing Customers – Sold an existing product | New Customers – Sold an existing product |

* The potential risk of success cascades higher from bottom left of the 4 quadrants to top right.
* Consider all elements of the business. Existing/new customers and existing/new products that you want to focus on this year/quarter
* Consider the risk (financial investment, resources etc.), against the potential reward (market share, revenue, gross profit etc.) of each option
* Look at which of the 4 quadrants is the best risk/reward option to pursue this year/quarter.
* Consider 1-2 quadrants for the year and do not try and grow all 4 quadrants all at once.
* Consider having 1 person accountable for the results of each strategy based on the quadrant.