

# SCALE for SALE

## PART 2: ACHIEVING SUSTAINABLE GROWTH

### CHAPTER 6: HOW DO YOU TRANSFORM YOUR FIRM INTO A GOLDEN GOOSE?

- 6.1 What do you need in place to help in more effectively managing the P&L of the business?
- 6.2 How can cost control be a source of competitive advantage?
- 6.3 How do you remove key man dependency, reduce errors, and increase product consistency and quality as you scale?
- 6.4 How do you maintain growth and keep your products fresh when technology is moving ahead so fast?
- 6.5 What is one thing that some technical folks neglect, yet needs to be a central ingredient as you scale, to enhance the perception of your firm in the market?

References / Further reading

Key takeaways

Homework

### CHAPTER 7: HOW CAN YOU REFINE YOUR PRICING STRATEGY?

- 7.1 What market and type of product are you supplying?
- 7.2 What happens when you price technology solutions too low or too high?
- 7.3 How could a niche technology start-up approach product pricing in the business-to-business market?

References / Further reading

Key takeaways

Homework

### CHAPTER 8: SEVERAL WAYS TO SUPERCHARGE SALES

- 8.1 What is the easiest type of sale? Why? How can you ensure you get more via this route?
- 8.2 How do you increase client engagement and interest in your products?
- 8.3 How should you structure your sales team for growth?
- 8.4 How do you find out where things are going wrong if sales begin to dry up?

References / Further reading

Key takeaways

Homework

Appendix

## CHAPTER 9: MANAGING DURING A CRISIS AND HOW TO TURN IT TO YOUR ADVANTAGE

9.1 What should you do first in a crisis?

9.2 How do you prevent waking up at 4am, worrying about the situation the company is in?

9.3 How can you turn a crisis to your advantage?

9.4 How can you plan for unknown events?

References / Further reading

Key takeaways

Homework