



# 5 Common Barriers to Growth and how to overcome them

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1. Not enough new business coming in the door (*Sales Pipeline*)
  - *Start more sales conversations*
  - *Demand Generation Campaigns*
  - *Content Creation*
2. Unable to close enough existing sales opportunities (*Conversion Rate*)
  - *Create a Sales Toolkit*
  - *Anticipate issues & objections, share examples of recent customer outcomes*
  - *Have real world examples and compelling proof*
3. Uncompelling Value Propositions (*Value Proposition*)
  - *Create emotional appeal by humanising your value proposition*
  - *Be relevant and impactful to target customers*
  - *Answer the 3 Whys: why change, why now and why you?*
4. Inability to differentiate in meaningful ways (*Differentiation*)
  - *Commodity -> demonstrating our uniqueness in the market*
  - *What makes you 'remarkable' and 'memorable'?*
  - *Become a Category King*
5. Lack of a clear Growth Strategy (*Strategy*) / Inability to Execute Growth Strategy (*Execution*)
  - *Business as Usual / Status Quo Mindset / focus on serving existing customer at expense of new*
  - *Be constantly dissatisfied. Improve: quality of what you deliver, effectiveness solving customers problems, customer experience*
  - *Inability to execute: focus, commitment, engagement, enable collective execution, eliminate distractions, avoid changing priorities*