

BEST PRACTICES TO GROW YOUR BUSINESS

A close-up photograph of a small green seedling with several leaves growing out of a mound of dark, rich soil. The background is a soft, out-of-focus green, suggesting a natural, outdoor setting. The seedling is positioned on the right side of the frame, and the soil is in the foreground.

Introduction

Setting Your Strategy for Growth

More than half of U.S. business owners expect their company to grow in 2014.

-BMO Harris Bank

When Salesforce CEO Marc Benioff co-founded the cloud computing company back in 1999, one of the first things he did was define his management process. As he shares in his book *Beyond the Cloud*, Benioff wanted to put into words what his focus was and then clearly communicate it to the rest of the business.

The result was the V2MOM (pronounced “V2 mom”), an acronym that stands for vision, values, methods, obstacles, and measures. Benioff says this system has helped keep everyone at the fast-growing company on the same page over the years.

Below are the basic steps of Benioff’s V2MOM system. You can use them to start defining your management process.

Vision: What do you want?

Values: What’s important about it?

Methods: How do you get it?

Obstacles: What might stand in the way?

Metrics: How will you know when you have it?

Great! You’ve started defining your management strategy for business growth. Next, read on as we take a look at other best practices in this area, including:

- Freeing up time for growth
- Scaling your business for growth
- Getting support from the right team
- Connecting to your customers

Table of Contents

- 03 Free Up Time to Focus on Growth
- 04 Scale Your Business for Growth
- 06 Get Support from the Right People
- 07 Connect to Your Customers
- 08 Conclusion

Chapter 1

Free Up Time to Focus on Growth

It's no secret that running a small business is often a juggling act. How can you find the time to grow your operation with all this activity going on? Having the right technology in place is a big key. It helps your business do what it does best, even better, and with more profit. And it will free you up to focus on growth. Here are some ways technology can help save time:

1. By making processes efficient

Efficiency should always be on your mind. You don't want to treat your staff like assembly-line robots, but you should look to implement fresh, logical ways for them to get stuff done. The fastest path to this is a technology solution, like a customer relationship management (CRM) system, that makes automating tasks simple.

2. By keeping data in one place

Notes on paper, spreadsheets, and any other disconnected systems for storing information will only slow your business down as it grows. It also makes it easy for valuable information to get lost. CRM technology lets you manage data in one place from the beginning.

3. By keeping everyone in the know

Even if you have a small business, chances are all of your employees don't sit in one room. Email threads quickly become inefficient, especially when someone new is added to the thread and has to read back, in order to catch up. In CRM, all conversations are automatically tracked for easy reference by any necessary staff member at any time

4. By making everyone accountable

Centralised reporting helps you understand all aspects of your business, including individual and team progress toward goals. One screen with a series of dashboards tracking key metrics can keep you clued in to how your company is achieving its vision.

5. By increasing collaboration

Working together is better than working apart, especially in a growing business. Plus, people can often wear many different hats, depending on the project. Collaboration systems can and should support regular and temporary teams in ways that make sense.

6. By allowing for customization

Regardless of budget or scope, nearly any technology system you choose allows for some level of customisation. When considering such options, think about how even small tweaks can make a big difference when it comes to your small business operations.

“The way to get started is to quit talking and begin doing.”

Walt Disney

Work Smarter and Sell Faster

Work smarter and faster, sell anywhere across any device, and close more deals with Salesforce1. Now the entire Sales Cloud is always at your fingertips. So you can grow your business at the speed of now.

[WATCH THE VIDEO](#)

Chapter 2

Scale Your Business for Growth

A major reason your customers love your small business is the high level of products and service you offer. As you grow, this standard can be hard to maintain. With the right tech know-how and a customisable CRM platform in place, you can expand faster, delight your customers, and create powerful long-term growth, all at the same time.

Here's how technology can help you scale your business:

1. Automating processes

Not only does automating processes free up your time, as well as your staff's (see Chapter 1), it also helps your business scale. Often small businesses grow in sudden, unexpected spurts. The right CRM system lets you automate basic operations from the beginning so you are ready for an uptick in customers.

2. Investing in relationships

It's easier to provide great service when a company is small and has just a few customers. At this size, tracking order and

client information on paper or spreadsheets can still work. But if your business grows rapidly, this valuable information can quickly get buried. Putting a CRM system in place ensures that you can offer a high level of service throughout all phases of growth.

3. Visibility into operations

CRM systems that include a good reporting tool can give you clarity into which areas of your company are doing well and which need extra attention. They can also alert you to when and where you should add more employees as you grow.

4. Becoming IT savvy

Even as small businesses add headcount, they often still lack in-house technical support. Choose a CRM system with simple training, that allows you to serve as your own IT department. When development maintenance arises, or you need to add a new field or functionality for your team, it can be accomplished with just a few clicks.

“Chase the vision, not the money, the money will end up following you.”

Tony Hsieh
Co-founder
Zappos

Small Business Resource Hub

Looking for more helpful resources for growing your small business? Check out the Salesforce small business resource hub for even more e-books, white, papers, infographics and more!

[CHECK IT OUT](#)

Customer Spotlight:

Zero Motorcycles

Zero Motorcycles, the world's leading manufacturer and retailer of electric motorcycles, is out to disrupt the motorcycle industry. When they looked for ways to streamline their business processes and communication, they found Salesforce was the all-in-one platform they needed to increase efficiency and maintain their rapid growth.

[Watch the film >](#)

“All the information I need to operate on a day-to-day basis is at my fingertips.”

—Mike Cunningham, Director of US Sales, Zero Motorcycles

share this [in](#) [f](#) [t](#)

[FREE TRIAL](#)

[WATCH DEMO](#)

[CONTACT US](#)

Chapter 3

Get Support from the Right People

A huge key to growing your business is having the right people in place to support that growth. So how do you rally the best and brightest to take your company to the next level? We asked the three experts below to share advice on retaining and inspiring employees.

Brian Spaly – CEO of Trunk Club

Paul Leary – President of Bespoke Collection

Adam Bryant – Journalist & Author

This is what they had to say:

1. Hire people who believe in you

You've already defined your key business values and vision (see e-book introduction). Now, look to hire people who light up when you share this mission with them. If you don't have their buy-in, then you won't have a solid foundation on which to build and grow your company.

2. Invest in creating a strong culture

Adam Bryant has talked to dozens of CEOs for his The New York Times feature


Corner Office. From those conversations, he's learned that if a company wants to grow and innovate, it must first get the culture right. Bryant's tips for doing this include: communicating with employees constantly, giving them with regular learning opportunities, and encouraging them to have fun.

3. Solicit radical ideas from employees

Encourage employees to come up with creative ideas for improving and growing your business, and be receptive to them when they do. Because Trunk Club CEO Brian Spaly was open to innovation, he was able to implement a whole new clothing industry delivery model.

4. Make your employees happy

Appreciate, respect, and give credit to the people in the background of your business. Your team's satisfaction with their work is critical to success. Bespoke Collection president Paul Leary goes out of his way to recognise employees who add value to the company, knowing that their strength and commitment fosters growth.



“Today's markets are all about speed. You no longer have the luxury of waiting weeks to months to figure out what's going on.”

John Sabino

SVP, Commercial Excellence
GE Capital

Chapter 4

Connect to Your Customers

Customers of today are dialed in 24/7. Because sales, service, and marketing processes are transforming to meet this connected world, it's easier than ever before for small businesses to compete for customer attention. This chapter details ways you can use modern tools to put customers first and, at the same time, effectively grow your business.

Adjust your thinking: Embrace the mantra, “the customer is in charge,” if you haven’t already. Then shift the focus of your business to put your customers’ needs, wants, and desires front and center.

Get social: Most of your current and potential customers are using social media. Make sure your company’s products and services are connected to that world. A customer platform in the cloud can manage this for you by linking sales, marketing, products, and more together to directly connect to your target audience socially.

Be a good listener: Understand where people learn about and engage in discussions about your business and industry. Get a system in place to monitor social media, communities, and news sites to hear what they say, and then reflect this in your marketing endeavors.

Hit the “campaign trail”: Social media sites like Facebook and Twitter will let you create efficient campaigns to target your message to the right people (based on needs, demographics, geography, and more).


Be engaging: Create and promote content on social media, in marketing materials, and on your web site via a company blog, that your customers and audience want to read.

Respond in real time: Today’s customers participate in multiple channels and are eager to ask questions. The sooner they get answers, the happier they are. Be responsive no matter where they are.

Be an app master: Quickly build and deploy apps that engage and impress customers. The Salesforce1 Platform allows you to accomplish this faster by providing back-end infrastructure, so you can focus on creative solutions.

Unlock back office data: Marry the critical information in your back office systems — order status, inventory counts, billing — with your front office sales, service, and marketing activities, so your team is better equipped to serve customers.

Cultivate brand advocates: Existing customers are great source of information for potential customers. Provide these advocates with a voice on social media and, in turn, give prospects confidence in your company and community.



“Salesforce helps us easily turn data into information that we can act on to solve problems for our customers. To me, that’s the ultimate win.”

Brian Walker
President and CEO
Herman Miller

Conclusion

Take Your Small Business to the Next Level

Growth can mean a bunch of different things: increased sales, more customers, a bigger staff, or a larger inventory. Expansion can happen both organically and as a result of strategic planning. This e-book has hopefully given you helpful and actionable tips on how to encourage growth for your small business. It's time to put these tips into practice and take your small business to the next level.



SALES SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

If you want to grow your sales and establish a transparent sales process, you need an easy-to-use Customer Relationship Management system. Salesforce allows you to store customer and prospect contact information, accounts, leads, and sales opportunities in one central location.

[Learn more ›](#)

32% Improvement in win rate.

40% Increased sales productivity.

32% Increase in sales revenue.



The information provided in this e-book is strictly for the convenience of our customers and is for general informational purposes only. Publication by salesforce.com does not constitute an endorsement. Salesforce.com does not warrant the accuracy or completeness of any information, text, graphics, links or other items contained within this e-book. Salesforce.com does not guarantee you will achieve any specific results if you follow any advice in the e-book. It may be advisable for you to consult with a professional such as a lawyer, accountant, architect, business advisor or professional engineer to get specific advice that applies to your specific situation.

© 2015 Salesforce.com. All rights reserved.



THE CUSTOMER SUCCESS PLATFORM

RESOURCES YOU MIGHT ALSO LIKE:



How A CRM Helps Your Business Grow

[Download ›](#)



How A Mobile CRM Makes You More Successful

[Download ›](#)



Watch a Demo of the Salesforce Sales Cloud

[Download ›](#)