



# **FROM "HOPE & PRAY" TO "PLAN & DO"**

A Delia Associates Webinar



**The hardest thing for me to watch  
is a business doomed to fail.**

“We’re going to see how this next quarter plays out. Hopefully, we can turn it around.”

**CEO**

**Industrial Products Company**



Hope & Prayer are Healthy, but...  
**NOT** for driving growth.

**HOPE & PRAY = FEAR**

# FEAR IS OUT THERE:

- ▶ Economic Downturns
- ▶ Disruptive Innovations
- ▶ Supply Chain Issues
- ▶ Finding Talent
- ▶ Demand Shifts



# FEAR LEADS TO

- ▶ Paralysis
- ▶ Flip-flopping
- ▶ Denial
- ▶ Rash Decisions
- ▶ Over-compensating



**FEAR IS SOMETIMES IN HERE:**

**Do I REALLY  
want to  
grow?**



Or do I want others to “think” I want to grow?

# What does it look like?

# What does it mean?

- ▶ For me?
- ▶ My family?
- ▶ My team?
- ▶ Their families?
- ▶ Our clients?
- ▶ Our community?
- ▶ The world?



**GROWTH**



**It's hard to take action  
until you have true  
growth conviction.**



**GROWTH**



When we start focusing  
on “**PLAN & DO,**”

We stop focusing  
on **FEAR.**



**Growing  
Your  
Business.**

**From “Hope  
& Pray” to  
“Plan & Do.”**

# Today's Presentation:

- ▶ About Me
- ▶ The 3 Ways to Grow
- ▶ The 10 Growth Channels
- ▶ Prioritization
- ▶ Forming a Growth Theory
- ▶ Establishing Growth Goals
- ▶ Examples: What it looks like.

# Fast Facts

- ▶ 1964
- ▶ Whitehouse, NJ
- ▶ 2<sup>nd</sup> Generation (28 yrs.)
- ▶ 12 Humans. 1 Bichon.
- ▶ B2B Brand + Growth Experts.
- ▶ Longest Client @ 32.
- ▶ Top 10 Average 10.8 Years
- ▶ Last 4 Years: 70 B2B Awards.



# The Brands Behind the Brands.



Hello  
my name is

Ed

## Fun Facts

- ▶ Twins 18
- ▶ Cooperstown
- ▶ -95 lbs.
- ▶ Fishing.
- ▶ Snowboarding.
- ▶ Dickinson College
- ▶ PCM. AMA.
- ▶ Preparing 1<sup>st</sup> ½ marathon.



**Growing  
Your  
Business.**

**From “Hope  
& Pray” to  
“Plan & Do.”**





# 3

## Ways To Grow.

- 1. Acquire New Customers.**
- 2. Retain & Expand Existing Customer Relationships.**
- 3. Increase Buying Frequency.**



# 10 Growth Channels.

- 1. Acquire New Customers.**
- 2. Retain & Expand Existing Customer Relationships.**
- 3. Increase Buying Frequency.**

# 1

## Acquire New Customers.

1. Increase regional market share.
  2. Increase industry market share.
  3. Enter new regions.
  4. Enter new industries.
  5. Establish strategic partnerships or joint ventures.
  6. Introduce new products/services.
  7. Expand the application of existing products/services.
  8. Mergers and/or acquisitions.
  9. Establish/expand sales, distributor, and /or rep networks.
  10. Establish referral programs.
- 
- The background of the slide features a soft-focus image of three young green plants with two leaves each, growing out of a layer of dark, rich soil. The plants are positioned in the lower half of the frame, with the largest one on the right and two smaller ones to its left. The background is a solid, muted green color.

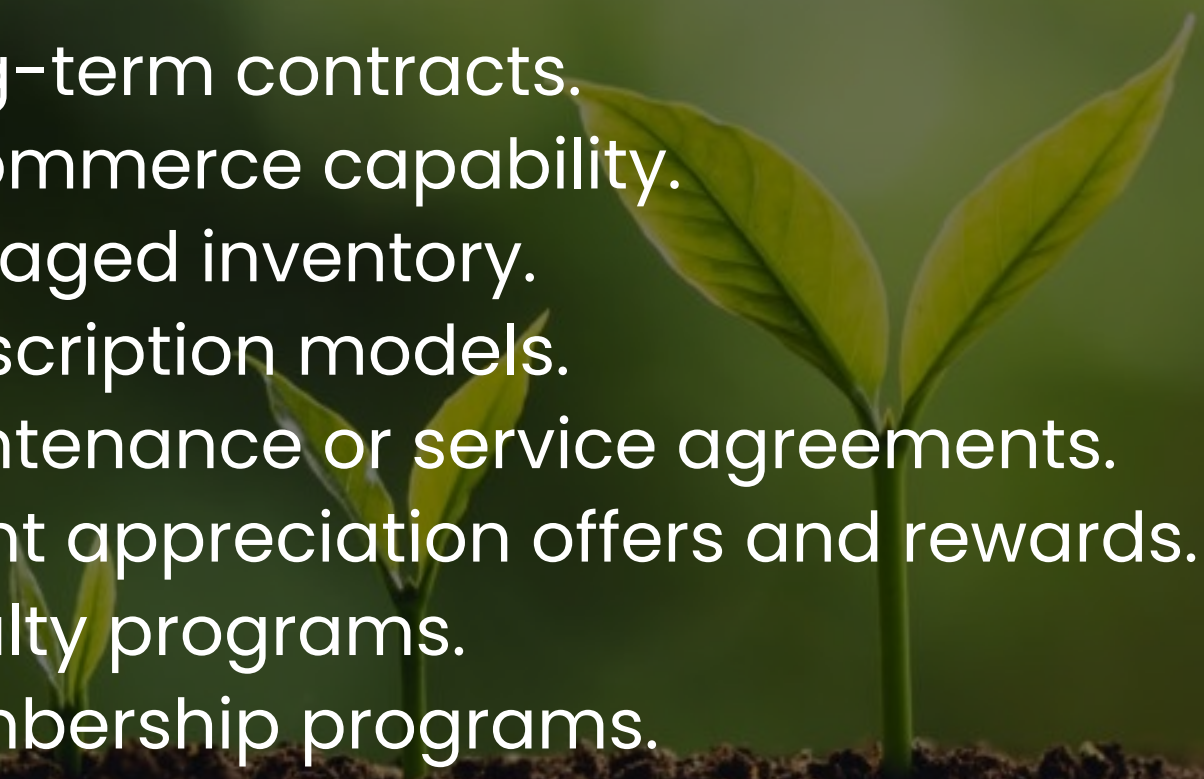
# 2

## Retain & Expand Existing Relationships.

1. Cross-sell: Introduce new offerings to existing customers.
  2. Up-sell: Expand product/service range to existing customers.
  3. Product/service enhancements and add-ons.
  4. Introduce service or product bundles.
  5. Sell into new divisions, regions, or depts. of an active customer.
  6. Cross-overs. Introduce services to product clients and vice versa.
  7. Preferred or exclusive access to new products/services.
  8. Value-added services or benefits.
  9. Exclusive promotions, offers or benefits.
  10. Bulk Discounts.
- 

# 3

## Increase Buying Frequency.

1. Long-term contracts.
  2. E-commerce capability.
  3. Managed inventory.
  4. Subscription models.
  5. Maintenance or service agreements.
  6. Client appreciation offers and rewards.
  7. Loyalty programs.
  8. Membership programs.
  9. Dedicated personnel or resources.
  10. Frequency offers or discounts.
- 

## AQUIRE NEW CUSTOMERS

1. Increase regional market share.
2. Increase industry market share.
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## RETAIN & EXPAND RELATIONSHIPS

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## INCREASE BUYING FREQUENCY

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9. Dedicated personnel or resources.
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# Relevance & Prioritization Top 3-5

- 1. Acquire New Customers.**
- 2. Retain & Expand Existing Customer Relationships.**
- 3. Increase Buying Frequency.**

## AQUIRE NEW CUSTOMERS

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## AQUIRE NEW CUSTOMERS

## RETAIN & EXPAND RELATIONSHIPS

## INCREASE BUYING FREQUENCY

# Top 3-5 growth opportunities in the next 12-18 months.

3. Enter new regions.

**4. Enter new industries.**

5. Establish strategic partnerships or joint ventures.

6. Introduce new products/services.

7. Expand the application of existing products/services.

8. Mergers and/or acquisitions.

9. Establish/expand sales, distributor, and /or rep networks.

10. Establish referral programs.

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8. Value-added services, benefits.

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10. Bulk Discounts.

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**8. Membership programs.**

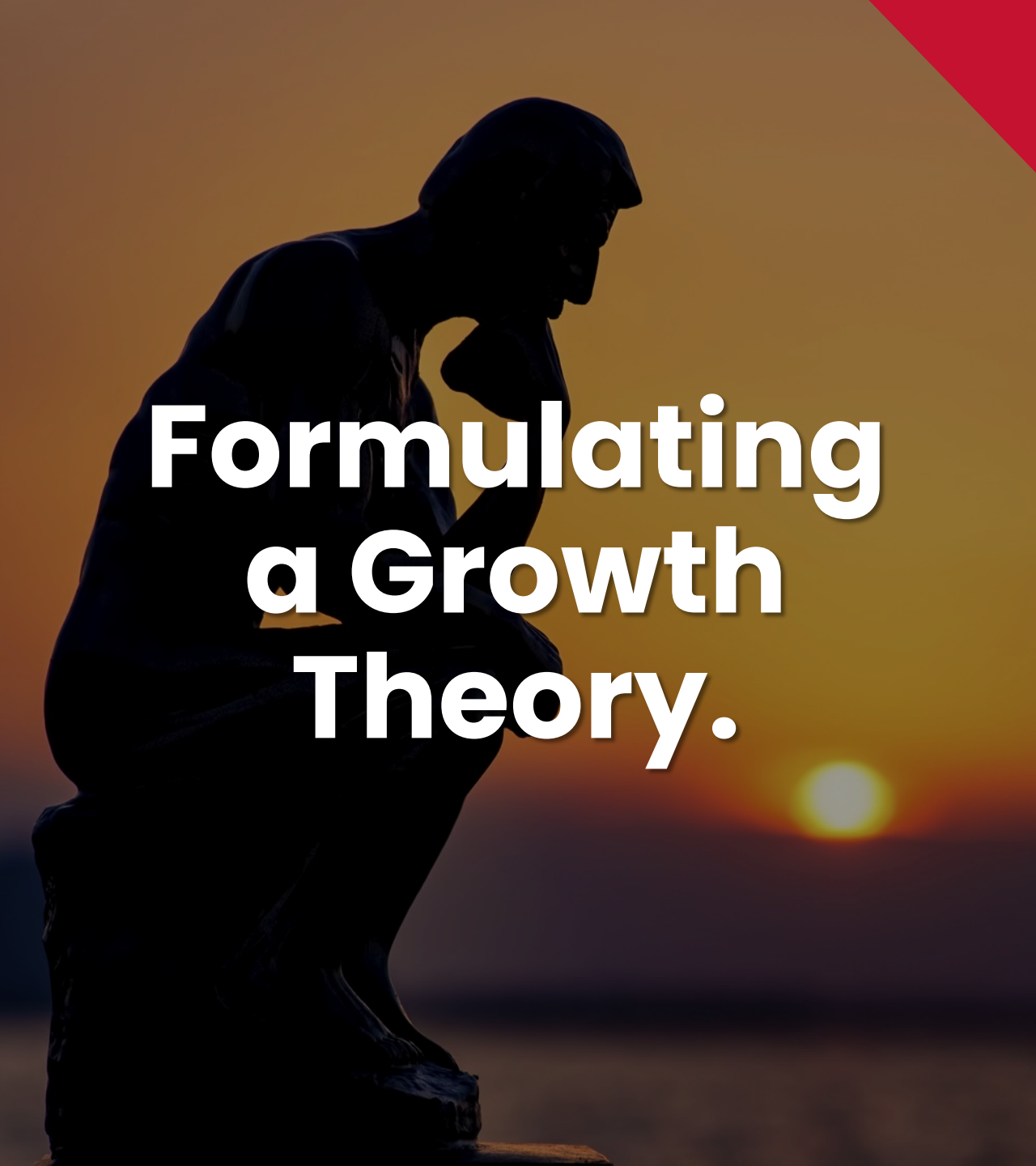
9. Dedicated personnel or resources.

10. Frequency offers or discounts.



**Formulating  
a Growth  
Theory.**

**From Mad Scientist  
\_\_\_\_\_ to \_\_\_\_\_  
Informed Scientist.**



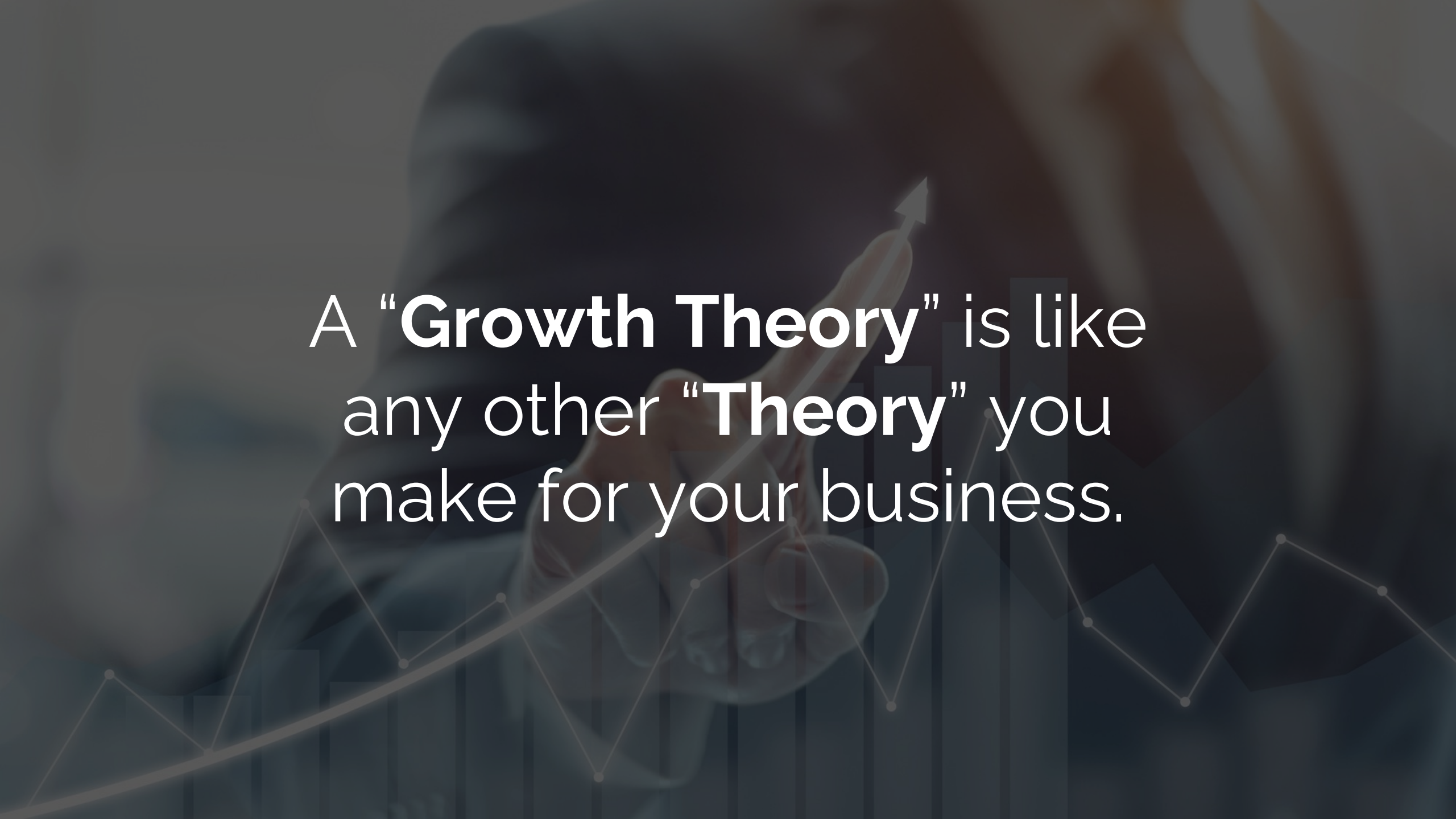
**Formulating  
a Growth  
Theory.**

**“I wonder...”**

**From “We can’t...”**

**\_\_\_\_\_ to \_\_\_\_\_**

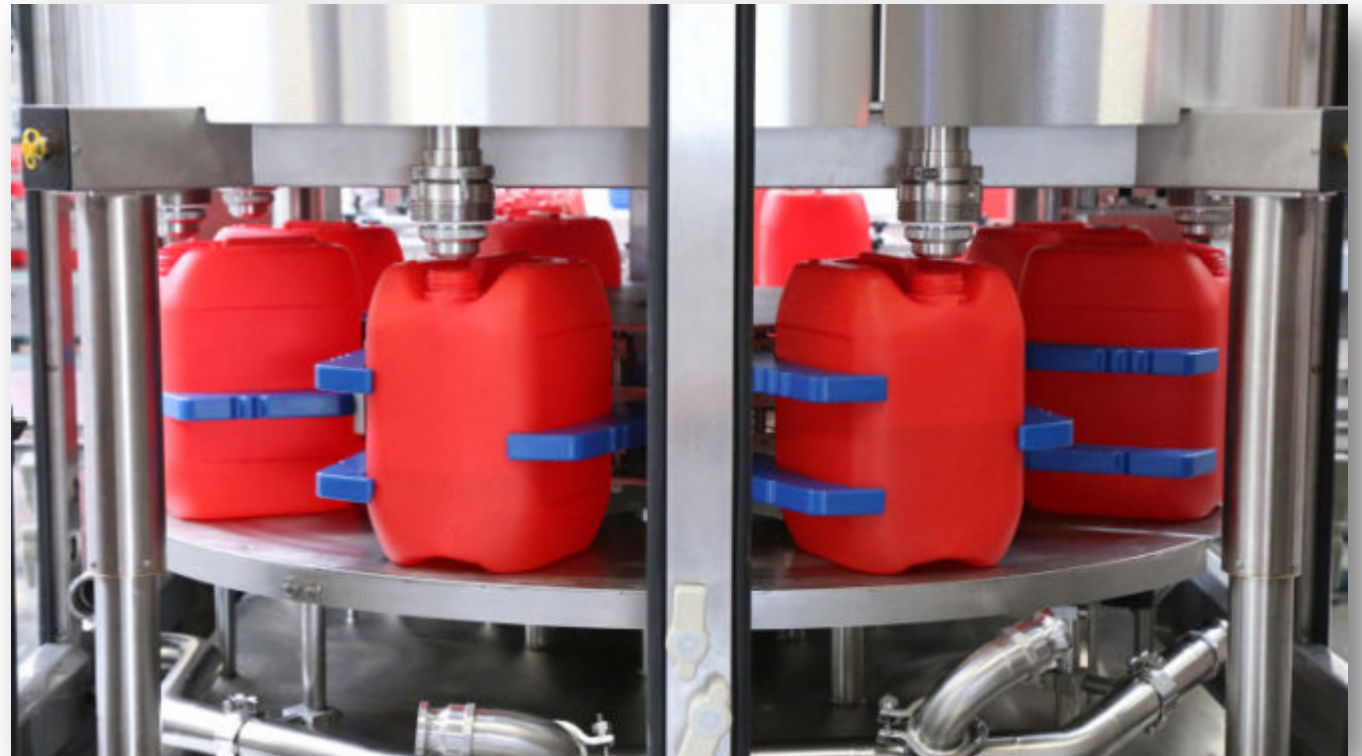
**“How can we...?”**

A person in a dark suit is shown from the chest up, pointing their right index finger upwards with a white pen. The background is a dark, blurred image of the person. Overlaid on the image is a white line graph with several data points connected by lines, showing an overall upward trend. The text is centered in the middle of the image.

A “**Growth Theory**” is like  
any other “**Theory**” you  
make for your business.

A new 8G high-speed filling line will support the growing demand for bulk liquid packaging among our core clients.

**ROI...**  
**Guaranteed**  
**or Probable?**



# We can probably “**Guarantee**”

- ▶ We did our homework.
- ▶ Evaluated equipment options available.
- ▶ Talked to our customers.
- ▶ Assessed near & long-term demand.
- ▶ Determined a probable ROI.
- ▶ Made an informed investment.





**Growth Theory**

≡

**Growth Goal**

≡

**Action Plan**

**What Does it  
Look Like?**

## AQUIRE NEW CUSTOMERS

1. Increase regional market share.
2. Increase industry market share.
3. Enter new regions.

### **4. Enter new industries.**

**Packaging  
Manufacturer.**

7. Expand the application of existing products/services.
8. Mergers and/or acquisitions.
9. Establish/expand sales, distributor, and /or rep networks.
10. Establish referral programs.

## RETAIN & EXPAND RELATIONSHIPS

1. Cross-sell: Introduce new offerings to existing customers.
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4. Introduce service or product bundles.
5. Sell into new divisions, regions, or depts. of an active customer.
6. Cross-overs. Introduce services to product clients and vice versa.

### **7. Preferred or exclusive access to new products/services.**

**Processing  
Equipment OEM.**

## INCREASE BUYING FREQUENCY

1. Long-term contracts
2. E-commerce capability
3. Managed inventory.
4. Subscription models.
5. Maintenance or service agreements.
6. Client appreciation offers and rewards.
7. Loyalty programs.

### **8. Membership programs.**

**AV Systems  
Integration.**





# The Growth Theory.



By expanding our impact extrusion capabilities from aluminum aerosols only to aluminum bottles, we will diversify our business and meet our revenue goals.



**Acquire New  
Customers.**



**Enter New Industries**



**The Growth Goal.**

CCL will establish itself as the leading producer of aluminum beverage bottles in N.A.



## The Growth Goal.

CCL will establish itself as the leading producer of aluminum beverage bottles in N.A.

## THE ACTION PLAN:

- ▶ Thought leader content
- ▶ Outbound/Inbound
- ▶ Social media
- ▶ Trade advertising & PR

# PREMIUM PACKAGING

for Spirits and Ready-To-Drink Cocktails...  
**WITH A TWIST.**

**TRUSTED DESIGN AND DECORATING**

- ▶ Dramatic full-length contouring
- ▶ Exciting bold colors and finishes
- ▶ Dynamic high-end design options

**TRUSTED SUSTAINABLE CONSTRUCTION**

- ▶ Lightweight and durable
- ▶ Zero corrosion or rust
- ▶ Recyclable and non-toxic

Discover the many reasons why so many of today's consumers prefer drink brands in aluminum beverage bottles.

**CCL** Container  
One Llodio Drive, Hermitage, PA 16148  
cclcontainer.com

Kimberly Kizer, VP Sales | 724-981-4420 | kkizer@cclind.com

## THE BEST IN "HEALTHY" DRINK PACKAGING?

# IT'S MORE THAN A GUT FEELING. IT'S CCL.

From kombucha to probiotics, and countless other gut-healthy drinks, CCL aluminum containers deliver the kind of **unique and distinctive "on-brand"** packaging that brings even **greater quality and confidence** to what's on the inside.

Discover the many reasons why today's consumers prefer "healthy" drink brands in aluminum containers.

**CCL** Container  
One Llodio Drive, Hermitage, PA 16148  
cclcontainer.com

Kimberly Kizer, VP Sales | 724-981-4420 | kkizer@cclind.com



Click Here to Download the Aluminum Beverage Bottle e-Book

A sustainable **high-margin** complement to its **core business**.



# The Growth Theory.



THE NEXT LEVEL OF TECHNOLOGY

If we pay closer attention to our distributor partner network, it will give them greater incentive to position our products with greater frequency and focus.



**Retain  
& Expand.**



**Preferred or  
exclusive access to  
new products.**

**ITW Dynatec®**

THE NEXT LEVEL OF TECHNOLOGY

**The Growth Goal.**

By engaging our distributor partners early and often, we will realize a 30%+ growth in distributor lead sales.



THE NEXT LEVEL OF TECHNOLOGY

## The Growth Goal.

By engaging our distributor partners early and often, we will realize a 30%+ growth in distributor lead sales.

## THE ACTION PLAN:

- ▶ Distributor newsletter
- ▶ Selling strategies
- ▶ Improved sales aids
- ▶ Exclusive demos
- ▶ VIP suites at events



**MELT**  
 The patented technology you've had for the better part of the decade is still the best. The Dynamelt S Series Adhesive Supply Unit (ASU) is the next level in hot melt adhesive technology. It's the only ASU that can melt and dispense the full range of grades of hot melt adhesive and produce the full range of grades of adhesive. It's the only ASU that can melt and dispense the full range of grades of adhesive. It's the only ASU that can melt and dispense the full range of grades of adhesive.

**CONTROL**  
 The Dynamelt S Series Adhesive Supply Unit (ASU) is the only ASU that can melt and dispense the full range of grades of adhesive. It's the only ASU that can melt and dispense the full range of grades of adhesive. It's the only ASU that can melt and dispense the full range of grades of adhesive.

**DELIVER**  
 The Dynamelt S Series Adhesive Supply Unit (ASU) is the only ASU that can melt and dispense the full range of grades of adhesive. It's the only ASU that can melt and dispense the full range of grades of adhesive. It's the only ASU that can melt and dispense the full range of grades of adhesive.

**RELIABILITY**  
 We know that you're a hot melt user, which is why our products are designed with hot melt reliability. Patented Melt-On-Demand™ technology is standard in Dynamelt™ ASUs, and the new V6 nozzle flow has 15 times more surface area for longer life and less contamination that can lead to clogging nozzles and line downtime. The ASU is a must-have accessory for applications with frequent line speed changes, as it maintains viscosity plus robust mechanical efficiency and product wrap. And for total assurance, our IP67-rated™ ASU is built to last. Its rugged stainless steel body is built to last. Its rugged stainless steel body is built to last.

**SAFETY**  
 The Dynamelt S Series Adhesive Supply Unit (ASU) is the only ASU that can melt and dispense the full range of grades of adhesive. It's the only ASU that can melt and dispense the full range of grades of adhesive. It's the only ASU that can melt and dispense the full range of grades of adhesive.

**Dynamelt™ S Series Adhesive Supply Unit**


**ITW Dynatec**  
 THE NEXT LEVEL OF TECHNOLOGY

**HOT MELT ADHESIVE APPLICATION SYSTEMS AND SOLUTIONS FOR PACKAGING**

**ADSI™**  
 The ADSI™ Adhesive Dispensing System is the only ASU that can melt and dispense the full range of grades of adhesive. It's the only ASU that can melt and dispense the full range of grades of adhesive. It's the only ASU that can melt and dispense the full range of grades of adhesive.

A highly motivated distributor network empowered to sell.





# The Growth Theory.



If we can cultivate great relationships with regional custom builders, we can create a “one-to-many” flow of new business.

# Increase Buy Frequency.



## Membership Programs



## The Growth Goal.

By launching a preferred partner program for custom builders, they will be incentivized to introduce Heim early in the construction process.



## The Growth Goal.

By launching a preferred partner program for custom builders, they will be incentivized to introduce Heim early in the construction process.

## THE ACTION PLAN:

- ▶ Partner Program explainer sales aids
- ▶ Partner-to-homeowner sales tools.
- ▶ RR commission structure.
- ▶ Free consult voucher “golden ticket”

**HEIM** **PREFERRED PARTNER**

HOME SECURITY • HOME LIFE SAFETY • HOME AUTOMATION • HOME ENTERTAINMENT

THE HEIM PREFERRED PARTNER PROGRAM FOR CUSTOM HOME BUILDERS

SOLUTIONS, SERVICES AND TECHNOLOGY FOR YOUR HIGH-TECH HOME

- HOME SECURITY
- HOME LIFE SAFETY
- HOME AUTOMATION
- HOME ENTERTAINMENT
- CUSTOMER CARE

**HEIM** **PREFERRED PARTNER**

Installing peace of mind since 1976.

**HEIM** **PREFERRED PARTNER**

SECURITY • LIFE SAFETY • AUTOMATION • HOME ENTERTAINMENT • CUSTOMER CARE

**HOW IT WORKS**

- Initial complimentary consultation with your homebuyer
- Choose from a wide variety of plans, options and prices
- Flexible partnership terms

**PARTNERSHIP MARKETING**

- Dedicated partner landing page on Heim website
- Complimentary marketing tools
- Social media promotion
- Partner-to-client marketing materials



**FREE HOME SOLUTIONS CONSULTATION**

**HEIM** **PREFERRED PARTNER**

SAFETY • ELECTRONICS • AUTOMATION

Installing peace of mind since 1976.

1-800-564-HEIM • heim@electronics.com

1888 Rockledge Blvd. Suite, NJ 08704

Fully Insured • LIC #700020

VOUCHER# HP1001

Installing peace of mind since 1976. **HEIM** **PREFERRED PARTNER** 1-800-564-HEIM

HOME ABOUT SERVICES NEWS CONTACT | WHAT CAN WE DO FOR YOU?

**THE PREFERRED PARTNER PROGRAM**

**Request the Brochure**

Our Preferred Partner brochure contains more detailed information and highlights the many advantages that the Preferred Partner Program has to offer.

**HEIM PREFERRED PARTNER**

THE SMARTEST WAY TO ADD MORE VALUE AND PROFITABILITY TO THE CUSTOM HOMES YOU BUILD.

Looking for ways to attract and win more clients? One of the easiest and most effective ways is by becoming a Heim "Preferred Partner". This unique turnkey program not only helps you acquire more new homebuyers in today's highly competitive new housing market, it can also provide you with a source of recurring business.

A TOTAL SOLUTION FOR BUILDERS AND THEIR BUYERS - TODAY AND TOMORROW.

**Steady flow of referrals. Now established builder partners.**

# Growing Your Business.

**From “Hope & Pray” to “Plan & Do.”**

- ▶ Identify and prioritize the most relevant growth channels (3-5).
- ▶ Formulate a growth theory and create a growth goal.
- ▶ All marketing investments support growth goals.
- ▶ Probable ROI.



Where B2B Brands Go To Grow.

# B2B Brand Growth Planning Worksheet

Use this tool to define and prioritize the channels of growth most relevant to driving your business in the coming year.

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Primary Growth Methods	Possible Growth Channels	Relevant in the coming year? Y/N		In each category, prioritize the top 3
		YES	NO	
1. Acquire New Customers.	1. Increase regional market share.	<input type="checkbox"/>	<input type="checkbox"/>	1. <input type="text"/> 2. <input type="text"/> 3. <input type="text"/>
	2. Increase industry market share.	<input type="checkbox"/>	<input type="checkbox"/>	
	3. Enter new regions.	<input type="checkbox"/>	<input type="checkbox"/>	
	4. Enter new industries.	<input type="checkbox"/>	<input type="checkbox"/>	
	5. Establish strategic partnerships or joint ventures.	<input type="checkbox"/>	<input type="checkbox"/>	
	6. Introduce new products/services.	<input type="checkbox"/>	<input type="checkbox"/>	
	7. Expand the application of existing products/services.	<input type="checkbox"/>	<input type="checkbox"/>	
	8. Mergers and/or acquisitions.	<input type="checkbox"/>	<input type="checkbox"/>	
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	10. Establish referral programs.	<input type="checkbox"/>	<input type="checkbox"/>	
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	2. Up-sell: Expand product/service range to existing customers.	<input type="checkbox"/>	<input type="checkbox"/>	
	3. Product/service enhancements and add-ons.	<input type="checkbox"/>	<input type="checkbox"/>	
	4. Introduce service or product bundles.	<input type="checkbox"/>	<input type="checkbox"/>	
	5. Sell into new divisions, regions, or departments of an active customer.	<input type="checkbox"/>	<input type="checkbox"/>	
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	7. Preferred or exclusive access to new products/services.	<input type="checkbox"/>	<input type="checkbox"/>	
	8. Value-added services or benefits.	<input type="checkbox"/>	<input type="checkbox"/>	
	9. Exclusive promotions, offers, or benefits.	<input type="checkbox"/>	<input type="checkbox"/>	
	10. Bulk discounts.	<input type="checkbox"/>	<input type="checkbox"/>	
3. Increase Buying Frequency.	1. Long-term contracts.	<input type="checkbox"/>	<input type="checkbox"/>	1. <input type="text"/> 2. <input type="text"/> 3. <input type="text"/>
	2. E-commerce capability.	<input type="checkbox"/>	<input type="checkbox"/>	
	3. Managed inventory.	<input type="checkbox"/>	<input type="checkbox"/>	
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	9. Dedicated personnel or resources.	<input type="checkbox"/>	<input type="checkbox"/>	
	10. Frequency offers or discounts.	<input type="checkbox"/>	<input type="checkbox"/>	

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# YOUR NEXT STEPS

- ◆ Download the B2B Growth Planning Worksheet.
- ◆ Schedule a Complementary Growth Planning Consultation.

**“If you want something  
you’ve never had,  
you must be willing  
to do something  
you’ve never done.”**





**Ed Delia**  
President

# THANK YOU!

**Please contact me  
with any questions.**



Where B2B Brands Go To Grow.

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