



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. You can print it out or fill in the blanks on the PDF and then “Save As” a new file. Begin by looking down the lists of “Possible Growth Channels” and checking all that apply to your business. Next, identify the top three in priority in the final column. Then, you can pick the number one growth channel in each category. The three remaining growth channels become the basis for your marketing plan.

Primary Growth Methods

Possible Growth Channels

Relevant in the coming year? Y/N

In each category, prioritize the top 3

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.

YES NO

1.
2.
3.

2

Retain & Expand Existing Customer 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 departments 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.

1.
2.
3.

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 to a specific client or account.
10. Frequency offers or discounts.

1.
2.
3.



B2B Brand Growth Planning Platform

The Top 3 Growth Channels you identified in each category form the basis for your marketing plan in the coming year. By selecting the #1 in each category, you can build a marketing plan that is prioritized, realistic, and sets you on a path to sustainable growth.

READY TO GET **GROWING?**

Now's the time to start planning for your company's growth in the year ahead.
Contact us today to learn how Delia Associates can help you accomplish
all of your 2023 goals.



Where B2B Brands Go To Grow.

456 Route 22 W | Whitehouse, NJ 08888

Ed Delia | 908.534.9044 | edelia@delianet.com | www.delianet.com