

## Get To Market

# Accelerating Business Growth



### Are you asking yourself where next for Business Growth?

- Have we maximised up-sell and x-sell opportunities at all our existing accounts?
- Have we missed any opportunities in our traditional markets and how do we connect with these suspects and prospects?
- What new and non-traditional markets can we logically move into and how do we get started?
- Are we maximising our existing partners, if not how do we rectify this?
- Which other business representation models would work and where?
- If a partner model seems appropriate which partners and how do we engage and then work with them?

### FORGET YET ANOTHER PLANNING SESSION, THIS IS REAL ACTIVITY!

Forget multiple planning sessions! From day one RCS work as part of your extended marketing, sales and alliances team to shorten sales cycles, establish and drive an appropriate business representation model and focus on accelerating business growth.

**RCS strengths lie in its diverse knowledge base, global contact network and hands-on approach.**

#### EXAMPLES

<b>NEW COUNTRY</b>	Client thinks Portugal maybe an interesting market – RCS will carry out a review of the marketplace, identify the suspect list and arrange in-country meetings with key suspects and prospective partners.
<b>NON-TRADITIONAL</b>	Client has been successful in retail banking; a move into insurance could be a logical step - RCS will research and test the market.
<b>UP-SELL &amp; X-SELL</b>	Client signed deal with UK office why not a global license? - RCS will map the organisation; identify key personnel and suppliers with the aim of kicking off appropriate discussions.
<b>EXISTING PARTNERS</b>	Client has multiple partners but are they making the most of these relationships? - RCS will evaluate and work with the client and partner to resolve any issues or even recommend both parties walk away
<b>NEW PARTNERS</b>	Client has no presence in Asia but believes this is a growth market - RCS will identify appropriate partners, establish and work with the client and partner to maximise the relationship.