



## “The Secrets to Extraordinary Business Growth”

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**W**ould you like to learn some of the most profitable, groundbreaking ideas that will literally change your business and your entire life? Ideas that will bring you the success you have always striven for, and all the things you have ever wanted from life. If you think this is impossible, then think again because it is not! It doesn't matter if you are a manager, an entrepreneur, an employee, an office manager or a business owner.

It doesn't matter what you manufacture or produce. Your product can be virtually anything. It may be physical or it may be electronic, or it may just be an idea, a concept, a vision or a procedure or methodology.

And your current business can be structured in almost any way possible—a small corporation, a limited partnership, a cooperative, a membership, a for-profit business or a not-for-profit-business.

It's all the same when it comes to these simple groundbreaking strategies.

### **Growth Strategy 1: Maintain and Nurture Your Current Customer Base**

Before you can do anything at all to increase your customer base, you need to have an effective program for maintaining your current customer base. If you do not take care of this most basic element, you can add as many customers as you want and the size of your customer base still might fall considering you may be losing customers faster than you are gaining them.



### **Growth Strategy 2: Increase the Average Purchase Size**

The implications for this strategy are profound, and sometimes it helps to consider an extreme case. Suppose you have 100 customers and the average purchase size is \$1,000. If you can increase your average purchase to \$10,000, you could then do work for only 10 customers and your business would be exactly the same size (in terms of revenue), but you have fewer customers to attend to. Yes, you will likely be doing more work (not necessarily) for 10 times the money, but you will save a bunch of time in overhead to maintain those 90 customers you no longer need.

I think you can see the benefits.

There are many ways to increase purchase size. One is to bundle multiple products together so that overall, in comparison to buying each item individually, you are giving the customers a discount on the total order as an incentive to buy. This makes the orders bigger. You know how they offer value meals at fast food restaurants? They increased their average order size when they started doing that.

These are only 2 ways you can grow your business, and there are many many more.

To learn more about business growth, order Andre's book directly from Amazon.com, or get details here:

[www.AndreLarabie.com](http://www.AndreLarabie.com)

Andre Larabie is a published writer and successful business coach. Get a free excerpt from his book on commercial debt reduction at:

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**About The Author**

André Larabie, PhD, is distinguished for his expertise in Teaching, Coaching, Business Turnaround and Consulting, Commercial Debt Resolution, Consumer Debt Collection, Mediation and Arbitration. He has owned and operated 2 collection agencies, a Factoring Organization, and a Business/Management Consulting Practice in both the USA and Canada.

Dr. Larabie has authored many college-level publications in Canada, including the following Doctorate Dissertations: “Starting a Factoring/Financing Company,” “The Opening of a Business College,” and “The Psychological Ramifications of Online Education.”