



Growing Better, Not Just Bigger Outline

- **Current environment**
 - **Competition**
 - **Prices**
- **The selling process**
- **The practice growth model**
- **The roles of marketing, industries, large opportunities, service lines**
- **Job of niche leaders**
- **How to develop niches**
- **How to develop and innovate services**
- **Inconsistent niche performance**
- **Revenue segmentation**
- **Building a solid foundation**
 - **Committed segment leaders**
 - **Revenue growth goals**
 - **Compensation tied to goals**
- **Different steps in the growth model and different activities**
- **Examples of innovation**
- **Opportunity development**
- **Increase win rate**
- **Enhancing quality of pursuit**
- **Pipelines**
- **Selling “next steps”**
- **Guiding the buyer**
- **Increasing revenue in current clients**
 - **Client opportunity planning**
 - **CAPS letters**
- **Summary**