

# Growth Tactics 80/20

Do you want to grow your business, but need some new ideas? These are some of the most common growth initiatives taught in MBA programs:

## 1. Grow Revenue per Customer

- Raise prices systematically
- Introduce tiers (good/better/best)
- Add upsells & cross-sells
- Charge for more things
- Shift to a subscription model

## 3. Expand into New Markets

- Enter new geographies
- Target underserved niches
- Go for adjacent industries or verticals
- Find resellers / distributors
- Build partnerships / joint ventures

## 5. Strengthen Retention

- Help customers win
- Build sticky features (switching costs)
- Create community/network effects
- Re-engage churned or inactive users
- Create a loyalty program

## 7. Optimize Operations

- Standardize with SOPs & playbooks
- Create dedicated growth teams
- Apply lean/agile to accelerate iteration

## 2. Acquire Customers

- Sell directly to end customers
- Launch referral programs
- Run structured, outbound sales
- Experiment with new channels

## 4. Launch New Products

- Prototype new ideas
- Add adjacent modules or products
- Become a reseller
- Bundle offerings creatively
- Adopt a “razor & blade” model

## 6. Scale Through Capital

- Reinvest into growth loops
- Optimize working capital (get paid earlier, pay suppliers later, reduce inventory)
- Raise capital for growth

## 8. Growth through M&A

- Acquire competitors
- Integrate forward (buy resellers)
- Integrate backward (buy suppliers)

