

# Are you tired of slugging it out for market share?

Do you want to expand your business but are not certain you can do it **successfully and profitably**?

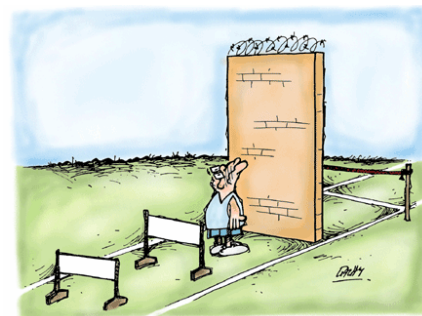
You *can* supercharge your sales and profit growth by successfully pursuing big “digs” (new distribution channels, industries, geographies, solutions)

**If** you have been fighting the same competitors for years, chances are your spending has escalated, your margins have eroded and you have considered expanding your business in a new direction—one that could catapult your sales and profit to a new level. You know that to achieve rapid growth you have to make big moves in new digs (new distribution channels, industries, geographies, solutions). But you also know, perhaps even first hand, that most businesses fail with these breakout efforts most of the time. Even companies renowned for their ability to create huge business breakthroughs, like Apple and 3M, fail more often than they succeed.

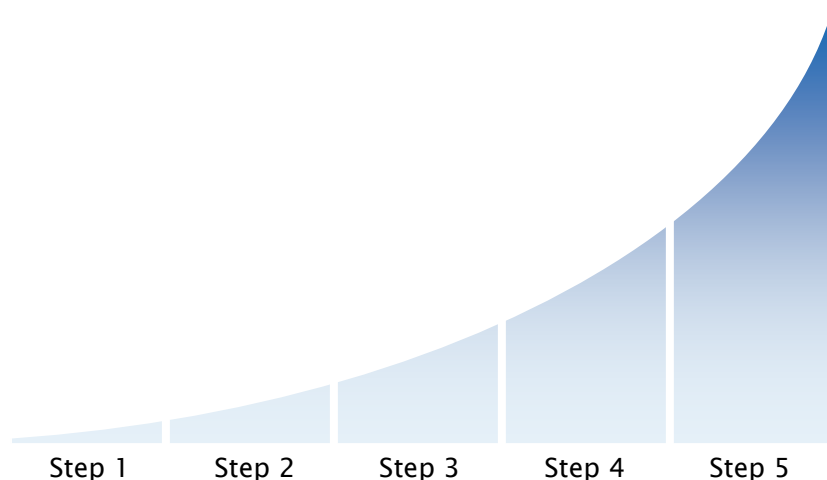
It is possible to tilt the odds in your favor and reap the extraordinary benefits of “Big Digs.” Mature businesses have experienced triple-digit growth in sales and profit using this strategy. For example, DuPont has the ultimate story of Big Digs: they expanded nylon from a product narrowly used for fishing line and sutures into a ubiquitous ingredient encountered in all walks of life. Other famous examples include McDonalds’ amazing incursion into Eastern Europe and Asia, and HPs powerhouse move into office superstores. Thousands of other companies have experienced similar results on a smaller scale, and you can too.

The unfortunate fact is the vast majority of companies fail at the Big Digs strategy. Our research revealed six hurdles which stymie most businesses seeking dramatic growth:

1. **They don’t try big enough.** Companies content with tepid moves like product line extensions, or expanding one time zone won’t enjoy big growth.
2. **They try too big.** Many companies with “stage gate” processes set their success hurdles far too high—the equivalent of swinging for the fences every time. Just like in baseball, swinging for the fences is a good way to strike out often.
3. **They don’t try frequently enough.** Leaders know the path to breakthrough success is not a one-time effort; also-rans put all their eggs in very few projects and give up when one or two fail.
4. **They think their current customer understanding, current offerings and current organization can get them into Big Digs.** All companies have built in biases and assumptions about their customers, products and organization which must be overcome to achieve spectacular growth.
5. **Big Digs threaten their core business, either directly or indirectly.** Powerful contingents rewarded for growing the core business will squash any new idea which could siphon off customers or resources.
6. **They go about it incorrectly or haphazardly.** Very few companies are experts at finding and achieving breakthroughs because it is not what they do day in and day out. Success with Big Digs takes expertise and experience which is inefficient for companies to keep on staff full time.



Fortunately, a proven, five-step Big Digs process overcomes the success hurdles and can add rocket fuel to your business growth plans.



- Step One: **Prepare your company for a Big Digs effort** by making a decision to invest in big digs, deciding what big digs means for your company, determining your criteria for success and creating a separate, dedicated team.
- Step Two: **Set your Big Digs direction** by taking stock of your current situation and assets, reframing your assets in a broader context and determining your criteria for selecting specific Big Digs initiatives.
- Step Three: **Find the right Big Digs** by creating a list of possible digs, researching and evaluating, selecting the best candidates and validating the opportunity.
- Step Four: **Prepare for Entry** by building a market attack plan, identifying critical success factors and barriers to success, identifying gaps and considering partners to close them, and preparing a detailed launch plan.
- Step Five: **Launch, monitor, and evaluate** by executing flawlessly, measuring success, and halting the project or reinvesting at the right times for the right reasons.

**Ascendant Consulting** has led our clients to over \$1.5Bn in new market opportunities, and we can help you successfully and profitably supercharge your business too. We have worked with well-known corporate giants such as International Paper, Kodak and Lexmark, niche industry leaders such as MRI Network, Domino's Pizza, and Gojo, consumer products stalwarts such as GlaxoSmithKline, Church & Dwight, and Whirlpool, and high-growth firms such as Biometrics 2000, Symbol Technology, and United Industries.

Download our free report: [How to successfully and profitably expand your business.](#)

Alternatively, if your company is considering expanding into new markets, products, or channels or is already partway through the process, you may qualify to be one of the few new clients we will take on over the next six months. But we have found through experience that there is only one way to be sure: have a short conversation with us on the phone.

Just like you, our time is limited; however, we would enjoy discovering if our approach will help you enjoy the profit gains it has delivered for our clients. To schedule a no-charge, exploratory discussion, please call David A. Fields toll free at 1-88-88-2 Ascend (1-888-822-7236) or email us at [info@ascendantconsulting.com](mailto:info@ascendantconsulting.com).