

Driving revenue growth is not just a question of introducing new products to the market or entering new geographical markets. There are many other ways to grow sales that are often both quicker to deliver and provide better returns.

I have recently been working with a brand owner on this very question. Here are five areas we focused on to help the business find new ways to drive profitable, top-line growth.

Which of these could help your business achieve higher levels of growth?

1. **Make it easier for customers to buy your products.** A key element of Tesco's UK growth over the past 10-15 years has been its development of new formats – such as Tesco Express and Tesco Homeplus, as well as its on-line offer – giving customers new, more convenient ways to shop at Tesco.
2. **Attract new customers.** Critical to converting non-users is growing awareness of your products. In markets that are overcrowded, this means finding a unique selling point and also finding new ways to communicate your products' benefits. For example, Boots the Chemists has benefitted significantly from research that highlighted that its No7 brand's Protect & Perfect skincare ranges performed significantly ahead of its competitors. The resulting sales explosion not only enabled No7 to gain share, but it also grew the market.
3. **Increase usage rates.** The growth of smart-phone "apps", led by Apple's iPhone, has transformed the use of handsets into a range of personalised uses. Using my iPhone I can, among other things, track the progress of trains I want to catch, tune my guitar, listen to the radio, play games, catch up on the latest (disappointing!) news about Preston North End and stream music through my stereo.
4. **Offer new 'pack' sizes.** The tactical methods for different pack sizes include multi-buy sales (e.g. buy one, get one free) or volume offers (e.g. 33% free), but there are also more strategic opportunities. For example, both McDonalds and Starbucks offer their customers the chance to 'go large'. Conversely, other companies have driven sales by offering smaller pack sizes, either to reflect different uses or to lower the total price paid. For example, tissues and wipes are offered in a variety of pack sizes to reflect different usage occasions, and Majestic Wine has benefitted from reducing its minimum purchase quantity from 12 bottles to six.
5. **Raise prices and/or reduce discounts.** The recession has limited the ability of many businesses' to raise prices, but as the recovery begins now is the time to pass on the increase in costs that many companies have endured. To succeed, you will need to demonstrate your products' benefits and also ensure that your sales teams are effectively managing their accounts without simply offering volume and other discounts.