



BLOOM ON GROWTH

Inspirational quotes from *THE INSIDE ADVANTAGE:*
The Strategy that Unlocks Hidden Growth in Your Business

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THE HARD REALITY OF GROWTH



“All businesses, regardless of their size, type or location,
must grow or die!”

“A flourishing business should double in size every five years.”

“Hard-working time-constrained business people know their craft but may not know how to craft a growth strategy. They need a practical strategic tool they can use quickly and easily.”



THE RIGHT WAY TO GENERATE
GROWTH



“Thinking of a business merely as a commercial transaction is narrow, limiting, and ultimately self defeating.”

“The best way to expand the size, scope, and profit of a business is to grow it from the inside, capitalizing on hidden strategic strengths that already exist within in the business.”

“Right now — somewhere inside your business — there are growth-generating customer benefits waiting to ignite your enterprise.”



THE CUSTOMER IS ALWAYS THE
PLACE TO START GROWING



“Getting to know your customer by thinking about her or him in human terms — not as a statistic — will help facilitate a positive sales outcome.”

“Customer is the most important word in the business vocabulary. Securing the right customer can open up all sorts of opportunities, unlock a product’s true potential, and change the fortunes of a business.”

“You can deliberately influence your customer’s entire experience with your firm or you can simply let it happen.”

“Your product or service must help your customers throughout the purchase and usage cycle. And, you must inspire your customers throughout these cycles as well.”

“Customers’ needs and desires evolve much more rapidly than most business people perceive.”



THE SIMPLE TRUTH ABOUT
GROWTH



“Doing what you’re good at and doing it better than anyone else
will create growth.”

“You stand for nothing if you try to stand for everything.”

“Your growth strategy cannot be made up or fake —
you are found out and will lose your customers, your reputation,
and any hope of growing your business.”

“In today’s environment, the expense of communicating effectively by traditional means can be virtually prohibitive.”

“Avoid competing head with brands that have more muscle or that can be produced for a lower price point.”

“Many companies believe that they can patch up the flaws in their offering with dynamic marketing. They are wrong.”

“You don’t want to create an image of difference —
you want to be honestly and truly different.”

“The magical moment in your business is when customers decide to buy your product or service and not your competitors”.

“You must be the driving force behind your growth strategy — don’t delegate the growth of your company.”



DISCOVER YOUR BUSINESS' INSIDE
ADVANTAGE AND START GROWING.

THE INSIDE ADVANTAGE
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