



THE GRAFT XCHANGE
COMPANY

2023

BUSINESS SCALE

LOOKING FOR WAYS TO SCALE AND INCREASE REVENUE?

The Graft Xchange Company makes use of processes to market your product or solution by understanding the underlying value proposition, target audience, distribution channels and how to build and maintain customer relationships.

Read more to gain insight as to how we achieve this level of success.

<https://graftx.co>

2023 Business Scale Guide

This guide provides you with a brief overview of how The Graft Xchange Company implements a unique process to drive marketing and deliver unique results. Our process works across all industry sectors and locations.

Why work with us?

The Graft Xchange Company is a team of experts that focus on getting your product out to the desired market. This is achieved by following a set of processes that factor in validation and testing of the product and target market.

A typical journey with us includes defining:

- the value proposition
- target audience
- distribution channels
- customer relationship
- customer value
- least effort to market
- and many more aspects.



Fundamental Questions

In order to successfully get your product or solution to the desired customer, we both need to clearly understand the following:

1. The problem being faced by the customer.
2. Is the problem big enough to solve?
3. If it is, what is the value proposition that will be pitched?
4. How and where do we find and reach these customers?

The ability to answer these questions will help get the basics covered before much time and resources are wasted. This leads us to a targeted approach of scaling the business product and/or solution.

Most of the competition is turning to the online community in order to scale and grow their revenue. How do you stand out?



Define Your Customer Segment.

You deliver value simply by solving a problem or fulfilling a need that exists in a certain target customer group. In order for your business product and/or solution to scale, it's important to look for specific characteristics that help define different customer segments from a larger group, that can either pay, receive or decide on your value proposition.

Start by defining who's problem you are solving who you are providing value for?

- What are their needs and what do they want to achieve?
- What pain points are preventing them from meeting and fulfilling this need?
- Which competitive advantages or gains would make it easier for them to achieve what they want?

Next, you decide which segment, from the larger group, will experience the most value from your business product and/or solution. But also, can you learn from them? Pick the most viable customer segment to work with and move on to the next step.

What is your value proposition?

What are you offering this customer segment? Remember to keep this clear and targeted for this specific segment.

Describe your offering based on one of the following formats:

The One-Sentence Pitch Format by Adeo Ressi:

My company, *(insert of company)*, is developing *(a defined offering)* to help *(a defined audience)* *(solve a specific problem)* with *(secret sauce/differentiation)*.

Or this one by Geoff Moore:

For *(your target customer)* who *(statement of need or opportunity)* our *(product/service name)* is *(product category)* that *(statement of benefit)*.



What are your distribution channels?

How are you going to reach your customer segment and “deliver” them your value proposition?

The channel that works best depends on the segment you chose.

The most common channels are:

- Your Network (direct or referral)
- Online Forums & Social media (search to find discussions on any given topic)
- Meeting IRL (in stores, conferences, door-to-door, etc.)
- Cold emailing
- Aggregator websites or blogs
- Business directories, job boards and freelancer sites

Remember that any channel is disposable and that you pick one that does not cost too much time or money to get you results.

Customer engagement.

How are you going to engage with the people who use your business product and/or solution? Once you have delivered your value proposition it's time to learn from their experience, gather feedback and establish a relationship to help you in the validation of your business product and/or solution. This will help drive further growth, repeat customers and continuity in your business.

Because the approach we take is controlled and contained, there are only a few ways to do this qualitatively:

- A follow-up meeting, phone or face-to-face (interview or open conversation)
- A follow-up email with a Call-to-Action (send a reply, fill out a survey, etc.)

If your business product and/or solution is digital, then you could also use a tool like Google Analytics to measure basic conversions and click events, or record user sessions with a tool like Hotjar to get more insights into a specific set of people you'd like to engage with, and the questions you want to ask them based on their actions.



Other key considerations we cover...

1. Assumptions validation
2. Defining a launch experiment format
3. Defining and outlining the workflow
4. Metrics
5. Success criteria
6. Analyzing results
7. Lessons learnt and insights



When you partner with The Graft Xchange Company, together we will embark on a journey to help grow your business and scale your products and/solutions to your target segments.

Fell free to contact us on: info@graftx.co and one of our team members will reach out to you.