



Scaling Up a Business: 5 Ways to Capitalize on Momentum

“The most powerful ingredient in business is positive momentum. Get it and keep it.” Although this powerful quote can’t be attributed to any one person, the sentiment stands. Scaling up a business is challenging. Leveraging the momentum you’ve built makes it easier and opens new opportunities. Here’s how to make it happen.

1. Strengthen Your Core Business Procedures

It’s easy to have rose-colored glasses when scaling up a business as if all your problems will evaporate with increased revenue. In reality, your problems will scale with you.

- Remain true to yourself and your mission.
- Focus on building a solid team.
- Invest in your employees.

2. Leverage Technology and Innovation

Leveraging technology and innovation in business is crucial to success. It can help stretch your dollars when scaling up a business and ensure your money is going where it will have the greatest impact.

- Adopt tools like project management software, a CRM, and accounting software that can streamline processes and save your business money.
- Consider outsourcing tasks that aren’t part of your core functions but need to be done as a byproduct of doing business.

3. Emphasize Customer Experience

Businesses that focus on customer experience (CX) achieve up to a 15 percent increase in revenue, according to Zippia.

- Create comprehensive customer profiles that make it easier to track interest in products and services, market to specific groups, track and improve your sales cycle, and more.
- Shore up your customer service options, including onboarding, self-service tools, reactive customer service, and proactive customer service.

4. Understand Your Business Financials

Cash flow issues, not a lack of profit, hurt most growing businesses.

- Know what’s driving your financial decisions. Are you a planner or always putting out fires?
- Evaluate your invoicing processes to see if you can accelerate cash flow.
- Explore invoice factoring as a cash flow solution.

5. Enhance Your Marketing Efforts

The conditions for growth exist now, so double down on your marketing efforts.

- Experiment more with marketing and advertising.
- Facilitate word-of-mouth marketing with referral programs and referral partner programs.

Get Help Scaling Up Your Business

If you’re struggling to bridge cash flow gaps during rapid growth or want to kick off some of the initiatives covered here but lack the working capital, invoice factoring from Charter Capital can help. To learn more or get started, [request a free rate quote](#).

[REQUEST A QUOTE](#)

Expand Your Business with Help from Charter Capital

Charter Capital makes it easy to secure capital when you need it most. Use your factoring cash to fund growth initiatives right away, or simply be prepared in case your business needs a quick cash injection later.

[To learn more or get started, request a complimentary factoring quote from Charter Capital](#)

Follow Us On

