

20 BIG LEVERAGED SALES OPPORTUNITIES

- ___ Create Bundles + Multiples Packages
- ___ Extend Your Value Ladder
- ___ Optimize The Traffic Channel Grid
- ___ Adjacency, International + In-filling
- ___ Price Tests + As-Applied Pricing
- ___ E2P Cost Centers To Profit Centers
- ___ Use ZDOT To Acquire ICP Media
- ___ Franchise or License To Others
- ___ JV, Strategic, + Channel Partnerships
- ___ Create Product Integrations
- ___ Add or Expand Affiliate Program
- ___ License Other People's Products or Services
- ___ Create Bolt-On Businesses (BOB)
- ___ Vertically Integrate Supply + Distribution
- ___ Borrow A Salesforce or Rep Network
- ___ Create Recurring Revenue Products/Services
- ___ Add Services/Digital To Physical Products
- ___ Add Physical Products To Services/Digital
- ___ Micro M&A For Growth
- ___ Add Services To Digital Products