

## SO YOU WANT TO OPEN AN OFFICE IN A NEW CITY

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Well, right off the bat you have a choice. You can spend several hundred thousand dollars and succeed, or you can spend \$1MM or more and fail. It's up to you. What's in your budget?

In either case, it's a lot of money. Most executives underestimate the investment involved in opening new territories, and if you plan it poorly and execute it poorly, the consequences become unbearable and often ruinous.

There are, however, strategies to make opening new offices relatively painless and profitable, but it requires a bit of know-how. For instance, we've learned that it doesn't work to simply parachute an executive into a new city. You need someone with roots, who knows the lay of the land. You also need an abundance of local intelligence and competitive data to uncover landmines lurking just beneath the surface.

But first, and most importantly, it means asking yourself why you are opening an office in the first

place. The type of office you open depends on the scope and complexity of your service offering. Certain service offerings can be sold nationally without multiple offices. Other, more specialized offerings may need a larger footprint to succeed. We've worked with all types of IT service executives, counseling them on their geographic penetration strategies. It's an arsenal of learning and experience we'd be happy to share with you.

As an IT services growth consultancy, we specialize in helping smallto- midsize IT service executives with a hearty appetite for growth. Our expertise includes mergers and acquisitions, geographic expansion, new service line development, channel marketing, sales planning and optimization, succession planning, among others.

You can learn more about how we go about slaying the growth demons with which you are grappling by checking us out at [www.revenuerocket.com](http://www.revenuerocket.com), or by contacting anyone of our partners.

**Let's talk.**