

## The Harbor Guide Method

### Chapter 6 Handout

Growth — Quick Reference

#### *How to Turn Accounts Into Compounding Assets*

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##### **What Growth Means**

Growth is not one big order.

Growth is:

- More SKUs that matter
- More frequent reorders
- More monthly gross dollars
- More trust
- More planning access

A growing account is one that depends on you because you make their business work better.

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##### **When an Account Is Ready to Grow**

Accounts are ready for growth when buyers:

- Include you in future plans
- Ask for ideas
- Talk about seasons, events, or themes
- Share goals
- Seek your input

That is a signal of trust — not a sales opening.

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##### **The Growth Shift**

You move from:

“What do you need today?”

to:

“What should this business look like next month?”

This is where you stop being a vendor and become a **business partner**.

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##### **What You Are Actually Growing**

You are not growing orders.

You are growing **roles**.

Core placements:

- Wines by the glass
- Cocktail base spirits
- Shelf anchors
- High-velocity SKUs

When your products become infrastructure, growth becomes automatic.

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##### **Healthy Growth Rules**

- Never over-leverage inventory
- Never push what won't succeed
- Never sacrifice long-term trust for short-term spikes

Velocity beats volume.

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##### **The Growth Loop**

1. Observe what sells
2. Adjust what doesn't
3. Expand what works
4. Reinforce the wins
5. Repeat every month

That is how accounts compound.

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##### **What the Buyer Should Feel**

When growth is done right, buyers feel:

- Confident
- Trusting
- Cared for

That is what creates loyalty.

## Captain's Briefing — Growth Worksheet

Use this to plan how an account will grow over time.

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Account: \_\_\_\_\_

Current Monthly Business (estimate):

\$ \_\_\_\_\_

Where is this account today?

- Opening
- Stabilizing
- Growing
- Strategic

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### 1. What is already working?

(List strong SKUs, placements, or categories)

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### 2. What roles are not yet filled?

(White space, missing categories, weak placements)

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### 3. What is my next growth opportunity?

- Add a new SKU
- Increase reorder frequency
- Replace a weak item
- Expand into a new category
- Support an upcoming event

Describe it:

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### 4. Why does this make sense for the customer?

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### 5. What is the safest next step?

(Small, low-risk way to move forward)

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### 6. What is my timeline?

When will I follow up on this?

Date: \_\_\_\_\_

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### 7. Is this growth healthy?

- Yes — builds velocity
- No — risks over-stocking or burnout

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### 8. How will this make the customer feel?

- More confident
- More supported
- More invested