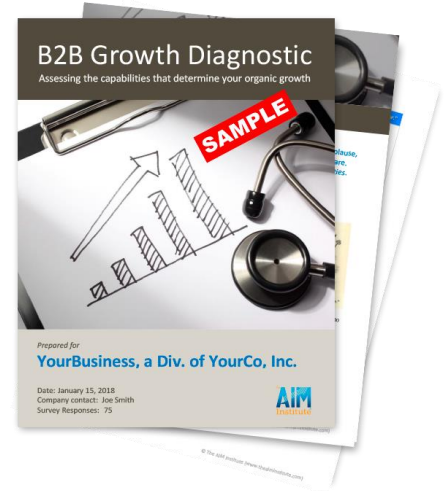


How to diagnose your business

... using the B2B Growth Diagnostic (www.b2bgrowthdiagnostic.com)

What will it take to benchmark your business's growth capabilities? Less than an hour... and no money. Just follow these simple steps:



A Contact us at info@theaiminstitute.com with this information:

- 1) Name of your business (for report cover):
- 2) Approximate number of employees you'll invite to take the online survey:
- 3) When survey should take place. Start Date: End Date:

Tip: 2 weeks works well for the survey time period.

B We'll send you a custom survey link you'll email to your business employees. Some suggestions:

- 1) Invite management, marketing, technical, sales and other market-facing employees to take survey.
- 2) Tell participants why you need their help. Example...

We want to build our growth capabilities... and would like your help. Please take 5 minutes to take the B2B Growth Diagnostic survey at [SurveyLinkFromAIM](#) by [SurveyEndDate](#). Your responses are confidential and will show us how we benchmark against other B2B companies. You'll be able to see the full report later, full of recommendations to help us grow faster... by better understanding and meeting customer needs.

C Within one week of the survey end date, we'll send you your 20-page report. Consider these ways to use it...

- 1) See how you benchmark against average, top quartile, and top decile businesses.
- 2) Read recommendations for how you can improve each of the 24 growth drivers.
- 3) Use this diagnostic alongside our research report that covers the *same* 24 drivers, "[What Drives B2B Organic Growth](#)".
- 4) Run this diagnostic annually. Your overall Growth Driver Index (GDI) is a great *leading* indicator metric for growth.
- 5) Ask your friends at The AIM Institute how others have improved their B2B growth. This, after all, is what we DO!

