

Recession-Proof Growth Series

Focus on Your Best Clients and Recession-Proof Your Revenue



Forge Growth Advisors
Accelerating Business Results

Meet Your Hosts: Maryam & Bay



Maryam Golabgir is the CEO of Digital Marketing Experts, bringing deep expertise in social media strategy, website development, search engine optimization, online advertising, and mobile marketing. A digital marketer, programmer, and website specialist, Maryam combines vision with data-driven execution to help businesses build sustainable digital growth. Under her leadership, Digital Marketing Experts was recognized as one of York Region's top advertising agencies.



Bay Ghorishi is the Founder of Forge Growth Advisors and a seasoned executive with leadership experience at TELUS, CIBC, and People Corporation. Specializing in go-to-market strategy, growth planning, and sales enablement, Bay blends executive leadership with hands-on consulting to help businesses accelerate revenue and market impact. His collaborative, results-focused approach has driven consistent growth across diverse industries.

Targeting, Serving, and Growing Your Most Valuable Customers

Why Focus Matters

Lack of Focus



Drained Resources



Diminished Profitability



Volume \neq Growth

Strategic Client Targeting



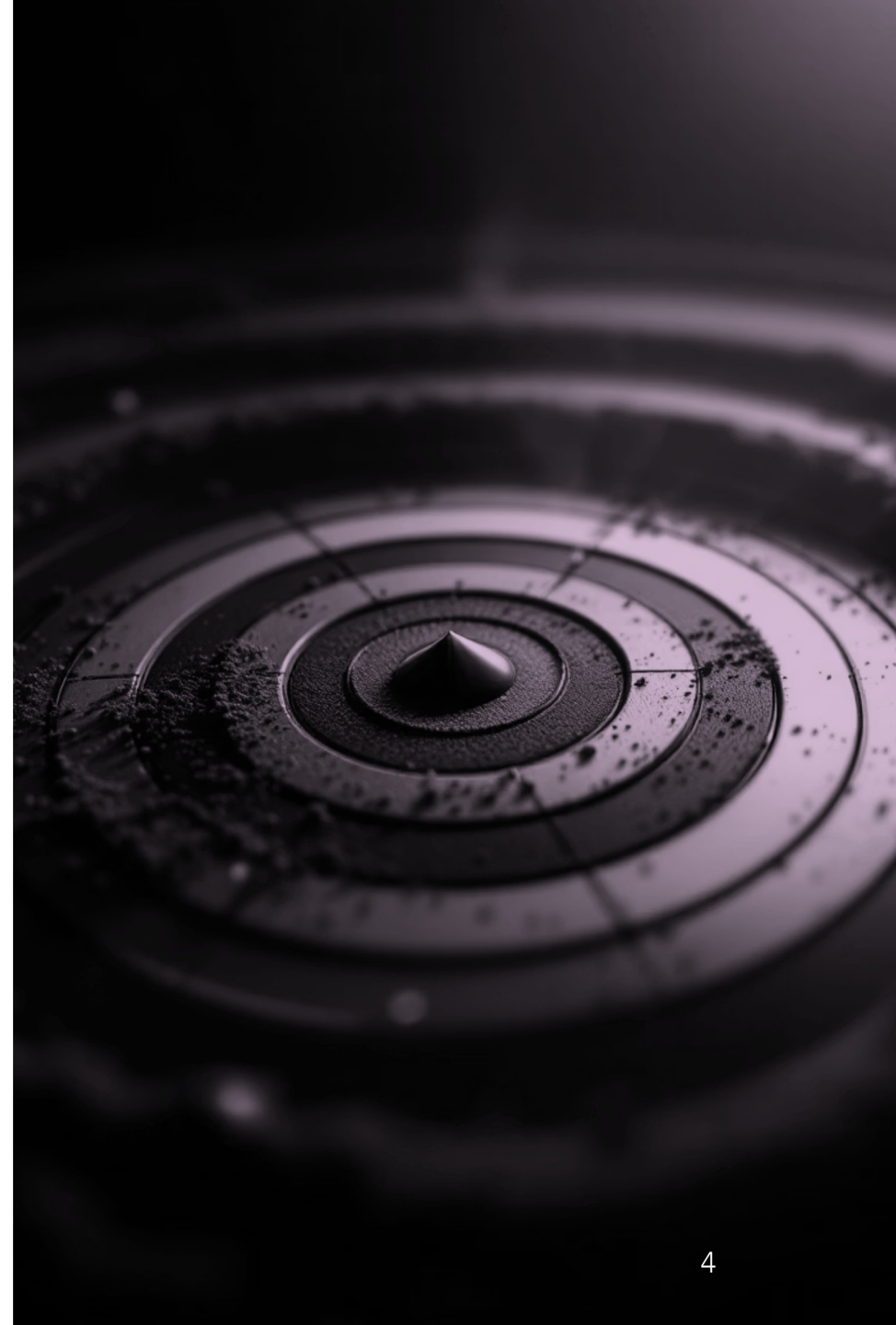
Maximum impact



Business Stability



Precision = Growth



A disproportionately small percentage of clients often contributes to the vast majority of your revenue.

High-Value Clients

- Higher Lifetime Value (LTV)
- Stronger loyalty and retention
- Lower churn rates and risks
- Often act as advocates

Low-Value Clients

- Disproportionately drain service resources
- Can reduce overall profit margins
- Require significant management effort
- May hinder focus on growth areas



Defining Your Ideal Client Profile (ICP)

1

High Profitability

2

Strong Retention & Loyalty

3

High Growth Potential

4

Low Servicing Cost

5

Strategic Fit

Segment & Prioritize Your Client Base



Tier 1

Invest heavily in their satisfaction and growth.



Tier 2

Nurture and develop potential for uplift.



Tier 3

Limit engagement or re-evaluate service models.

Tailor Your Messaging and Offers



Personalized Value Proposition



Premium, Tailored Packages



Avoid Generic Campaigns

Avoid The Discount Trap

Discounting often devalues your offerings and erodes crucial margins.

1

**Highlight ROI &
Problem-Solving**

2

**Add Value,
Not Just Price Cuts**

3

**Focus on Outcomes,
Not Just Costs**



Focus on demonstrating value.

Action Plan to Stabilize & Grow



1

**Collect &
Analyze Data**

2

**Rank Your
Clients**

3

**Define Your
ICP**

4

**Align Your
Strategy &
Actions**

5

**Review &
Assess
Regularly**

Start today!

Stable and predictable revenue begins with clarity and focus.

Let's Forge Growth!



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