

# Sigma Six Milano Reviews Why Small Businesses Need to Actively Choose to Grow

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Growth is something that all small business owners desire but outsourced sales firm, [Sigma Six](#) says that growth is a choice and is something that [entrepreneurs](#) must actively choose to pursue.

Sigma Six believes that business growth is a choice and some businesses may choose not to grow, perhaps because they've reached a point where they are satisfied with the company's size. Another reason may be that solo entrepreneurs may prefer working alone and not want the responsibility of managing and paying employees. If it's a small business the entrepreneur may feel as though they can't handle any more staff. Or if the business income has reached a satisfactory level and personal and professional goals are being reached, the business owner may choose to stop there. After all, many businesses can find growth challenging. It often means changing roles, taking on different responsibilities and can also mean taking on more risks and more debt.

However, Sigma Six feel that growth is a necessity and that small business owners should choose to take on the risks and actively grow because if a business is not growing it is actually shrinking. Sigma Six outlines how not choosing to grow will affect a business.

## Natural loss of customers

No matter how good a job you do the business will lose some customers every year. This could be down to personal circumstance e.g. moving away, their needs changing or being tempted by competitors.

## Changing demographics or preferences

There is an inevitable evolution in customer buying patterns. Some customers and prospects will pass away, or their incomes will shrink, meaning a loss of customers.

## Increasing costs

Prices always rise. Increasing prices mean shrinking profit margins when sales remain flat.

## New competition

The market will always gain new competitors meaning the business will inevitably face new rivals, making it tougher to keep a steady income.

## Economic forces outside your control

Despite how well you manage the company it's financial well-being may be threatened by the economy.

Sigma Six is an outsourced sales and direct marketing firm. The firm connects clients and their customers through face-to-face interaction. This method of direct marketing creates long-lasting and personal relationships as well as improving their clients' customer acquisition, brand awareness and brand loyalty.

Sigma Six has grown steadily since opening and they believe this is due to the extensive service they offer and their use of direct marketing and outsourced sales methods. This makes the firm immune to economic downturn and allows them to continue to grow even when the economy is struggling. Businesses still need to sell products and the firm offer to sell these products on a 'no win, no fee' basis. This means that their clients do not pay them until they have delivered the results and goals that they set; delivering a high return on investment and allowing both their clients and Sigma Six to continue to grow.

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