

BUSINESS BOOSTER WORKSHOP

Are you looking for quick-win ways to improve company turnover and profits?

Come to our 1-day workshop that will deliver 10 actionable Golden Nuggets.

Who's it for?

Owner Managed businesses with a turnover of £0.5M - £5M, 5+ staff, with a keen desire to grow their business now.

This is a 1-day interactive practical workshop that will focus on Lead Generation, Sales Improvements & Business Improvements that you can make immediately.

A buffet lunch, refreshments & workbooks will be provided.

3 sessions:

**Lead Generation
Sales Effectiveness
Work less hard
and achieve more**

Plus as an attendee you can book an initial 20 minute consultation with the speakers of your choice.

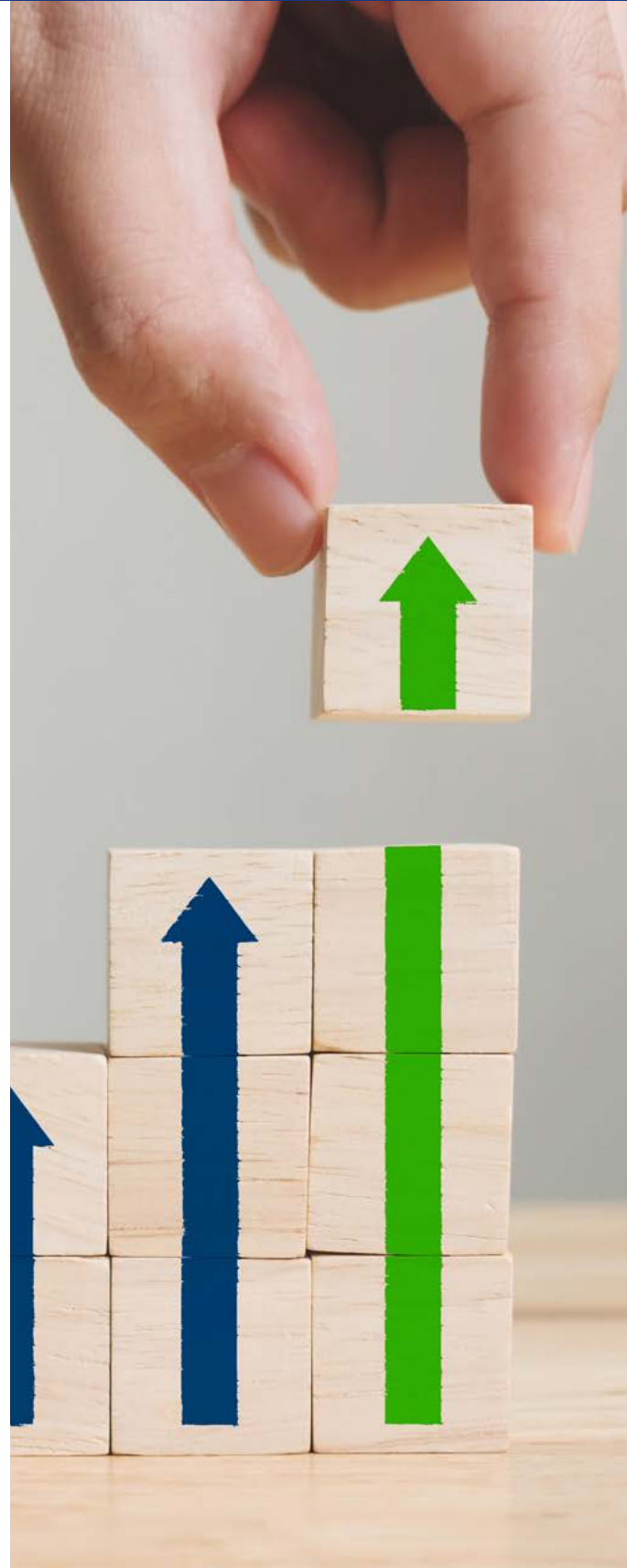
Please see reverse for more info.

7th November 2019

**MISSENDEN ABBEY
CONFERENCE CENTRE**

9:30 - 4:30pm

9 o'clock registration. Includes tea, coffee, buffet lunch and free parking.



**BOOK
NOW**

<https://tinyurl.com/yylcamv4>

What to expect...

3 heads are better than 1

Each specialist presenter will be highlighting 3 actions you can take for Business Growth, Lead Generation and Sales Improvement. Each will be focussed on the end goal of increasing profitability NOW. In addition, there will be a revenue boosting bonus action.

#1 LEAD GENERATION

1. Find your potential customers – Determine where to go fishing!

- Online – e.g. Google/Facebook/Linkedin etc.
- Offline – e.g. Word of Mouth, Customer Referrals, Physical Media.

2. How do you get more of them? – Buy more? Convert more?

- Spend more?
- Improve the bait and process?

3. Not all want to buy now – Nurture them. – Marketing Automation.

- For long enquiry-to-purchase times maintain contact.
- Consider using Marketing Automation.

Measure each channel to maximise Lead Generation efficiency & minimise Cost per Lead.

Andrew Merrifield

Google Partner & Lead Generation Specialist since 2006. Prior Marketing & Business Development roles with Aston Martin & Mercedes Benz UK.



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#2 IMPROVE YOUR SALES EFFECTIVENESS

1. Create an Effective Sales Process

- Most businesses do not have a Sales Process that maximises the sales effort and maximises sales

2. Effective Qualification is Vital

- Ensuring you are focusing on the right opportunities or accounts
- Increase your win rate – increase your revenues

3. Improve Your Key Selling Skills

- Understanding and Developing some of the key selling skills
- Be more effective in front of customers

Improve these 3 areas and you could see sales increase by over 50%

Graham Perkins

Sales Strategy and Sales Skills expert - with over 25 years Sales and Sales Management experience working for a number a Blue Chip companies, including BT, Telefonica O2, C&W and Colt. Now working with SME's to improve their overall Sales Effectiveness, including Sales Strategy, Sales Process & Sales Skills.



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#3 WORK LESS HARD AND ACHIEVE MORE

1. Set your Goals with a 3 or 5yr plan

- Many owners are perpetually busy and don't have time to create and implement a strategic plan

2. Double the motivation and productivity of your staff

- Successfully delegate even when you know no-one can do it as well as you
- Get your team asking for work and responsibility without increasing pay

3. "What secrets are your numbers hiding from you?"

- Your Accounts are brimming with useful intelligence. Learn how to see the picture being painted, if only you it was visible to you.

Improve these 3 areas and you could see sales increase by over 50%

Charlie McClelland

Accredited Business Advisor with 15 years SME experience. 20 years prior Corporate Marketing, Sales, Technical and operation roles with 3Com EMEA including projects with Johnson & Johnson, Mars Foods, Belgium Power, London Stock Exchange and European Air Traffic Control.



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BUSINESS BOOSTER WORKSHOP – BONUS TIP:

"The fastest way to increase turnover and guarantee a bottom line benefit within a week"

Cost: £195 + VAT (Early Bird* £145 + VAT)

*for tickets purchased before 30th September



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www.asgf.co.uk

**GET
SALES
LEADS**

www.getsalesleads.co.uk



GainLine
Sales Skills Advice & Training
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