



# Ashdale

## Business Consulting

**SELL MORE**

**CHARGE MORE**

**LOWER COSTS**

***"Small businesses that receive support are 20% more likely to grow than those that don't"***\*

This is as true today as it has always been. With over 600,000 new businesses starting up each year and an estimated 5.4 million **Small Medium Enterprises** (SMEs) now operating in the UK, competition has never been greater.

Regardless of what industry you are in SMEs all face similar questions...

***How to Sell More, Charge More and Lower Costs?***

I work across a range of different industry sectors providing **analysis, insight** and **strategic thinking**, helping SMEs and Start-ups answer these questions.

### AREAS OF EXPERTISE

These include the following:

- **Sell More – Strategy**  
Looking at different routes to market to identify **areas** for future **growth**  
Developing **compelling selling stories** to increase **customer conversion** rates
- **Charge More – Insight**  
Understanding **customer & category trends** to anticipate **future needs**  
Identifying **higher margin** and **more profitable** products and services
- **Lower Costs – Analysis**  
Analysing the company's value chain to **identify** areas for **improvement & savings**  
Providing models to **improve** business **planning** to make **better use** of resources
- **Thought Leadership – Other**  
Running sessions to review **strengths, weaknesses, opportunities & threats**  
Offering **training** and **coaching** across different **business disciplines**

For more details on how I have helped other clients please visit my website...

[www.ashdale-consulting.com](http://www.ashdale-consulting.com)

### MY APPROACH

My approach is all about building partnerships and collaborating with clients to help them make better and more **profitable decisions**.

I can provide support on a consultancy, interim or full-time basis. I also have a network of experienced associates to draw from should individual projects require that.

**Organisations and companies I work with include:**



**Build a UK Business**  
Expert Business Advice for Start-up's & SME's

*\*Small Firms Enterprise Development Initiative*

**For more information on how I can help you sell more, charge more and lower costs**

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