

Is your hard work generating the financial rewards you deserve? Let me help you...

- Gain more insight into your customers
- Create more impactful Marketing
- Understand the drivers of cost in your business
- Be less short-term and more strategic

Small businesses that receive support are 20% more likely to experience growth than those that don't *

Helping
Small/Medium
Enterprises
Sell More - Charge More
Lower Costs

Benefit from my commercial insight and knowledge to make your business more profitable...

Options

- ✓ **Support**
 - 2 hours 1 to 1 every 3 or 4 weeks
- ✓ **Project by Project**
 - specific deliverables
- ✓ **Retainer**
 - adding value 1 or 2 days per month
- ✓ **Ad-hoc**
 - as and when you need a boost



Helping Small & Medium Enterprises...

Sell More

- Strategy

- Looking at different routes to market to identify **areas** for future **growth**
- Evolving **marketing** communications to improve **customer engagement**
- 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
- Looking at **market & category dynamics** to put company **performance** in **context**

Lower Costs

- Analysis

- Analysing the company's value chain to **identify** areas for **improvement & savings**
- Benchmarking **raw materials** and **utility costs** and **re-negotiate** as required
- Providing models to **improve** business **planning** to make **better use** of **resources**

Thought Leadership

- Other

- Running sessions to review **strengths, weaknesses, opportunities & threats**
- Providing **independent advice** with regard to specific **business decisions**
- Offering **training** and **coaching** across different **business disciplines**

Support Option

£150*
plus VAT

Other Options

Available on
request

* One size never fits all so my approach is to be as flexible as possible to best meet my client's needs

For more information contact:

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*Source: the Small Firms Enterprise Development Initiative