
Business Growth Meetings – Affordable Marketing & Business Development Advice For Small Businesses

Russell works with owners of small and medium-sized businesses in the South of England that are struggling to grow, or remain profitable in the current economic environment. He helps them to get more customers, improve profit margins and increase long-term business value by taking them through a step by step process to improving the way they market their products or services.

Together you will take a critical look at all aspects of the selling process and then make changes to ensure that the business gets more customers, who spend more, more often and bring their friends with them. Many of these strategies and techniques can be implemented at little or no cost, hence with maximum impact on profits.

Many small business struggle to implement a tailored marketing strategy, and it's not hard to see why. The demands of running a business do not leave much time for strategic planning. And many are turned off by the exorbitant fees demanded by marketing agencies, who only seem to want to build flashy websites. In any case, if business is good, why bother?

The answer is, of course, that if you fail to plan, you plan to fail. We all know the importance of having a business plan, but do you know exactly who you want to sell to (niche)? Do you know what problem you solve for that niche and why you do it best (USP)? How will your potential customers benefit from your services?

The businesses, big or small, that have the answers to these and other questions are the ones making a profit every month, are growing every year and are making money for their owners. Most importantly, they are the ones customers go back to time and time again.

In the current economic climate, the businesses that survive, and indeed thrive, are the ones that sell quality, who know their customers and market their products and services in a superior way.

To help businesses just like yours to thrive, Russell has introduced Business Growth Meetings. Once a month, join a small group of other business owners who also want to grow and develop their businesses, for a marketing and business development workshop.

During each 2 hour 'hands-on' workshop, Russell will show you how to grow your business using the same marketing and business development principles that the big companies pay lots of money to implement. The content of the meetings is based on the Seven Keys - a growth model that applies to companies of all sizes.

Meetings are held at the Arena Business Centre in Fareham, ideally located just off junction 9 of the M27, once a month, from 0830 to 1030. The group is kept small - no more than ten - so that everyone gets a chance to contribute.

Tea and coffee will be available during the meeting. There is a small cafeteria in the building that does breakfast. Doors open at around 0815.

The next meeting will be held on 24 April, from 0830 to 1030, and the topic for the meeting will be "How To Convert Enquiries Into Customers".

Russell will show you how to

- How to unlock core business building strategies with the **Seven Keys** to growing revenue and profit. These principles are relevant to nearly any business, of any size.
- How to uncover the real reason why people do business with you turn this into your customer focused **Unique Selling Proposition**.
- **Risk Reversal**: How to make your service or product irresistible to prospective customers.
- The power of **Testimonials**.
- Other Conversion Strategies that you can implement in your business today.

The price for these meetings is £49.97. If you attend every month and pay via a standing order, you will receive a 10% discount, to £44.97 (all prices ex VAT).

Russell offers a Full Money-Back Guarantee, because he wants you to come out of this workshop fired up and bursting to transform the way you market your business. If at the end of the 2 hours jam packed full of business building ideas you do not feel that they will work for you in your business, he will give you a full 100% refund of the price you paid - no questions, no quibbles*.

* Conditions of the Guarantee:

- You must request the refund before leaving the venue.
- Persons who are refunded their fees will not be given any handouts or slides from the Meeting.