

Business You Want Clients You Love!



CYL F04

The First Four Steps to All the Business You Want!

Hello and Welcome,



Make Your
Business
Great in 2008!

In 2007 I started running Sales & Marketing Workshops. During the year people from over 100 different businesses attended Get Clients Now!tm This success and that reported by a large number of delegates completely surprised me. Along the way we made many discoveries that make a major contribution to generating all the business you want.

Are you one of the 85% of people who know that the largest contributor to business success is follow-up?

This year in a new programme - I'm going to share why some people are more successful than others. What they choose to work on and how they do it.

It's about choosing...

It's about discovering...

It's about developing...

It's about you!

Would it be good to discover why people buy what you sell?

In the game of marketing and sales Get Clients Now! provides the rules to play by. **Business You Want - Clients You Love!** delivers the **strategy, techniques** and **tactics** to provide you with **style, composure** and a **game plan** to **produce winning results** with the **panache of a champion**.

Exercise 1
Picture your ideal clients. Write down the 5 top reasons you love working with them.

Exercise 2
What are the deep-rooted benefits your clients experience from working with you?

Exercise 3
List the ways you have ever sold out or settled for less than your service or experience is worth?

Would it be useful to know why people buy from you? You may already know this: When we become aware of what appeals to our ideal clients we can then take action to make ourselves even more attractive to those that we want to work with. It's about developing our own personal brand.

Previous Experience!

"Lead generation and conversion is the heart of any marketing enterprise, this practical system is among the best I've seen." Michael Gerber, E-Myth Books and Consultancy

"The course forced me to reassess the areas of weakness within my business and to my astonishment they weren't where I had originally thought they were! Now, with some refocusing and lots of positive thinking, I am reaping the rewards" Karen Morgan, Utility Warehouse

"What Colin learned from working with my system was that the answer to managing his complex marketing situation was to keep things really simple. Colin's results have been impressive." - CJ Hayden

The Next The Business You Want - The Clients You Love! Workshops

10am, Thursday 3rd June 2008— The Parkhouse Club, Cardiff

Just— £119+VAT—Book Yourself Solid Textbook, Lunch & Refreshments included

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Colin Campbell - The man to call and say hello when you want your business to grow!