

How to Grow Your Business with Limited Sales & Marketing Resources



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BUSINESS DEVELOPMENT PLAN



a business development plan that carefully considers your goals, your customers' needs, your competitors & how your markets are changing

SEARCH ENGINE OPTIMISED WEBSITE

a search engine optimised (SEO) website that reflects who you want to be; not who you are or were



PAY-PER-CLICK CAMPAIGNS

CNC Punching

Laser, Punch, Form, Weld & Assemble Aluminium, Stainless & Mild Steel
www.City-Engineering.co.uk

integrated pay-per-click (PPC) campaigns

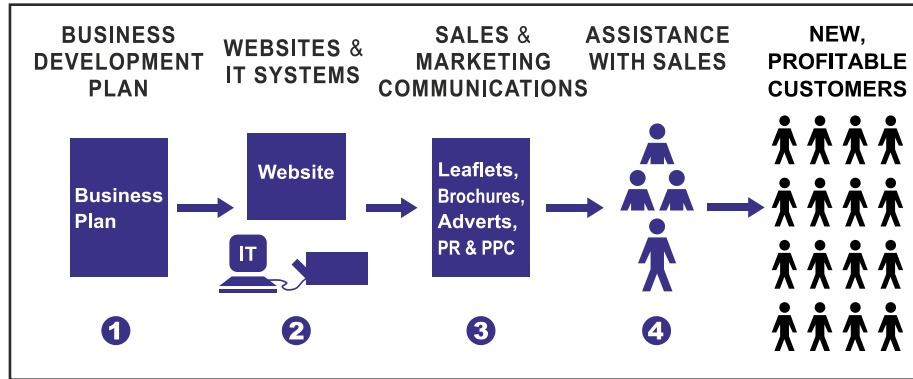
LOW COST PRINTING



low cost, low volume & high quality digital printing

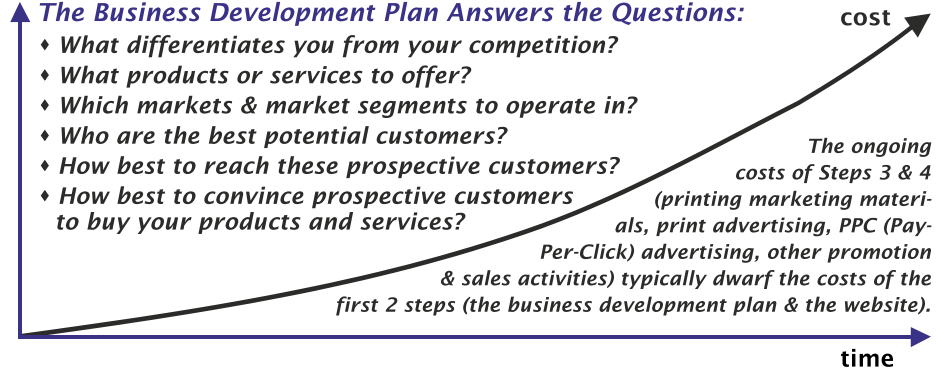


4 PROVEN STEPS TO INCREASED SALES & PROFITS



The Business Development Plan Answers the Questions:

- ♦ What differentiates you from your competition?
- ♦ What products or services to offer?
- ♦ Which markets & market segments to operate in?
- ♦ Who are the best potential customers?
- ♦ How best to reach these prospective customers?
- ♦ How best to convince prospective customers to buy your products and services?



The cost involved in creating an effective Business Development Plan is very small in comparison to the amount of money typically spent on subsequent sales and marketing activities. Obtaining good answers to the questions posed in the Business Development Plan is usually the least expensive part of this process, but this is vital to ensuring that the money spent on the other parts of the plan is as effective as possible and not wasted as is often the case.

Huge time & cost savings are possible by planning several of the above activities together.

CUSTOMER SURVEYS

- Excellent:
- Good:
- Fair:
- Poor:

customer surveys to better understand why customers buy from you, your strengths & weaknesses, & what more they would like to buy from you

MARKET RESEARCH



market research to identify good prospective customers

DIRECT MAIL CAMPAIGNS



low cost, low volume & high quality, direct mail

ASSISTANCE WITH SALES



assistance with sales to develop & assist your existing sales team or to do the selling for you on a sub-contract basis