

Are you missing out on business?

It's clear from the attendance at networking events these days that many of us are working hard at making new contacts, but are we missing out on business under our noses?

Reading Irish entrepreneur Bill Cullen's book, 'Golden Apples', recently, I was engaged by his story about the owner of his favourite restaurant buying a Ford car. The point of the story was that she had bought what Bill sold but not from him because she didn't know he sold Ford cars! The story struck a chord with me because I'd just be telling a major client about a project I'd been doing for another client and he said 'I didn't know you did that.' Now I know that, in the dim and distant past, I had told my client about my range of services but why should I expect him to remember?

Whilst prospecting will always be important we also need to make sure that all our contacts and existing customers understand *all* that we have to offer. Newsletters, either online or in print can be a great way to communicate the breadth of our offer. A story featuring something we've done for one of our clients may get another to identify something else we can do for them. There's the added bonus that the client we've done the job for gets a bit of free publicity. Win-win.

We write newsletters for clients or can help you to develop a communications strategy for your business to ensure that you don't miss business under your nose! Call Glenda on +44 20 8991 2767 or email her at Glenda.shawley@thetrainingpack.co.uk

