

Exeter Business Network News



15th July 2009

Seminar Host – **Jonathan Alder of Alder and Alder**

Our Speaker today – Benjamin Didier - **Ways2Win**

Inside this months issue

Incentives and **events** from the members

What to do with your business cards?

Next month's seminar – Ways2Win - An insight into the world of winning tenders.

**Photocopies courtesy of Concorde Copiers
01392 362088**



Our Seminar host today

Jonathan Alder



Jonathan has over 20 years experience in the design industry, helping clients across a wide range of sectors to use design more effectively.

These have included Sainsbury's, Ashridge Management College, The National Trust, The British Library, Early Learning Centre, Ernst & Young, Regus, Nomura, AXA Life, AXA Insurance, HSBC and the RHS.

Until 2005 Jonathan worked in London, as a Creative Director for a number of design companies. He was particularly involved in creating, implementing and managing visual identity and branding projects for clients.

In 2005 Jonathan set up Alder and Alder, a design company based in Exeter. They work with ambitious companies across the SW to help them achieve their business objectives. Typically their clients are businesses that are going through a period of change – either within their company or within their sector. Alder and Alder help them to maximise the opportunity which that change brings by using their brand more effectively. To achieve this Alder and Alder will work with clients to help them understand what their brand is, why it's valuable to their business and how to use it. This can involve reviewing and developing their visual identity (e.g. logo, literature or website) or developing a communications strategy to reach their target audience.

Winner: Environmental Responsibility – FSB Devon Business Awards 2008 www.todayandtomorrowonline.co.uk

Contact and keep in touch with Jonathan

01392 248107 and 07816870842

jonathan@alderandalder.co.uk

www.alderandalder.co.uk

<http://workandplayblog.blogspot.com/>

Steve Westaway of AME SOLUTIONS

Tel: 01392 824022

AME is pleased to offer members a FREE network/security audit on your PC's and server. We will identify any potential issues with your systems and provide you with a detailed report. Plus we also offer all members 2-4-1 on our Microsoft Office training courses.

Contact Steve Westaway or Angela Scott for more details on the courses available

Email: Steve@amesolutions.co.uk

David Thomas of Bluegrass Computer Services

Tel: 0870 351 9347

Business Network Members - you have a fantastic opportunity to give your business a rich set of tools to increase awareness and help generate new business.

The **big bonus** is that you will also be **supporting Business Network member charities** - 20% of proceeds are being donated to - *Devon Air Ambulance, Families for Children, St Loye's and The West of England School.*

Social Media Courses

The 7 most important reasons why you must start using Social Media NOW!

1. It will revolutionise your industry within 12 months!
2. Be aware of what your customers and competitors are saying and doing.
3. Find out what your customers actually want.
4. Learn it - or you'll be left behind.
5. Save a fortune! It's the 'marketing' of the future - at very little cost.
6. Build real relationships with 1000's of businesses and customers
7. Be in at the START of this new business phenomenon

Places are limited to 10 people per course, so act now by calling me on 01392 207194 or email be at david@bluegrasscs.com

Catherine Petherick of BRISTOL STREET MOTORS

Tel: 01392 423300

Remember When You hated taking tests?

Here is one you WILL enjoy!

Test drive the New Renault Megane and see for yourself!

Contact Catherine at Bristol Street Renault on 01392 423300

email cpe52@bristolstreet.co.uk

Charlotte Lambeth of Charles Stanley Stockbrokers

Tel: 01392 453600

If you have investments, or have clients who do, and would like professional help navigating today's turbulent markets, then contact Charlotte Lambeth at Charles Stanley, Exeter. Each client is looked after by an individual investment manager who will provide on-going management of the portfolio. They and their team will treat you as a person, not an account number, and will be happy to talk through any issues with you directly in plain and simple language you will understand.

If you would like an informal meeting to see whether Charles Stanley's services might be suitable for you, or your clients, then call

For a free consultation Charlotte on 01392 453600

charlotte.lambeth@charles-stanley.co.uk

Dudley Hambleton of CONCORDE COPIERS LTD

Tel: 01392 362088

A FREE survey and report for Business Network Members regarding your current photocopying/printing situation. The digital age has dramatically changed the economics of office printing, so to ensure you are using the most cost effective systems for your business, you are welcome to contact Dudley at Concorde to arrange a meeting.

Dudley@concorde-copiers.com

Chris Reader of CR HR CONSULTANCY

Tel: 01626 352216

- A FREE HR audit for Business Network members

www.crrh.gb.com

David Frumin of DAVID FRUMIN & ASSOCIATES

Tel: 01392 493394

Income tax returns for year to 5th April 2009 will be done for 10% OFF our normal fee www.davidfrumin.co.uk

enquiry@davidfrumin.co.uk

Anna Craib of Exeter 107.3FM

Tel 01392 823557

25% discount to any member booking an airtime campaign on Exeter FM over the next 8 weeks For further details **contact Anne**

on 01392 823557

www.exeter.fm

Linda Cleaves of LC Mortgages Ltd

Tel: 01823 680830

Interest rates are currently low but the only way is up - clients are now booking long term fixed rates ask me about the great deals on offer. For an informal chat telephone Linda Cleaves on 01823 680830

admin@lcmortgages.com

Barry Allaway (Independent Financial Adviser) of LEBC GROUP LTD

Tel: 01823 401155

Barry Allaway of LEBC Group Limited, Independent Financial Advisers says 'Over the many years that I have been a member, many Networkers have asked me to talk over with them just what sensible financial planning can do for them, their family and even their business. Some have been reluctant until I have demonstrated just how effective proper planning can be. For Network members there is absolutely no charge or obligation for an initial review meeting. So why try doing it yourself - what is there to lose?'

Please contact me on 01823 401155 or email: barryallaway@lebc-group.com

Mike Stock of N3 DISPLAY GRAPHICS (BRISTOL) LTD

Tel: 0117 965 5566 and 07989 019320

To help you to stand out from the crowd N3 are making available a display unit for use by members who take the opportunity to have a stand at a lunch. The graphics will be printed at a much reduced price of £90 and can be re-used.

mikes@n3displaygraphics.co.uk

Ron Halden of PENINSULAR ONE SOURCE

Tel: 01392 211900

Aero is one of the new generation of Exhibition pop up displays. Fantastic visual area, it's light weight and easily transportable £895.00 including graphic panels plus VAT. See our website for details or come in and see

it. www.peninsular.co.uk

Jeremy Townsend of Picture of Health

Tel:01666504718

Distribution of the ground breaking liquid nutraceutical VIBE.

- **Just released clinical trials confirm VIBE reverses DNA damage.**
- **In addition, independently conducted tests reveal that VIBE is totally dissolved and absorbed into the body's cells within 60 seconds after ingestion.**
- VIBE is a must for everyone wishing to maintain good health and, as an increasing number of testimonials bear witness, for all with health challenges.
 - Liquid nutritional supplementation is the way forward.
 - VIBE is the leader in this field.

Try FREE samples. There is nothing to lose and a lot to gain.

Sarah Ingram & Peter Slater of POWER MARKETING – A different perspective?

Tel: 01392 211056

Train to Gain Leadership and Development money available - 4 days consultancy to review business position and create action plan for £500 investment. Speak to Sarah Ingram or Peter Slater.

www.powermarketing.co.uk

Danny Frayne of

QUICKPRINT (SOUTH WEST) LTD

Tel: 01392 271739

INVITATION - To all Business Network Members - QuickPrint has now completed their expansion at Sweetbrier Lane, Heavitree, Exeter - Please feel free drop in for a complimentary coffee and a chat at anytime and we will explain on a one-to-one basis what we can do for your business - No appointment necessary

www.quickprint.co.uk

Ros Morton of Regus

Tel:01392 314000

Businessworld GOLD membership now at 50% off for a limited time, meaning you can now get access to all of our centres business lounges for as little as £1.90 per week including internet access and tea & coffee + bring a guest. Where else can you get all of this for £1.90 per week??

Contact Rosalynd.Morton@Regus.com

June Hutchings of Sandy Park Conference & Banqueting Centre

Tel: 01392 427427

Half price room hire during the month of August for any Business Network Member just email june@sandypark.co.uk

Steve Davey of SMARTCOMMS 4 BUSINESS LTD

Tel: 07974 748 550

Professional Services Marketing specialists

For Solicitors, Financial Services, Healthcare, Vets, Dentists, Opticians, Accountants, Civil Engineers, Training companies or IT specialists, we'll help you take your practice to new heights.

We focus on three key areas: -

1. Practice growth
2. Increased fee revenue
3. Improved professional standing

Special offer to Business Network members - 1 hour FREE initial consultation with **guaranteed 3 quick wins for your business.**

We would love to talk to highly ambitious companies.

07974 748550

steve@sc4business.co.uk

Julie Piper of Springboard Marketing

Tel 07912 742235

For a limited period, we are offering a MARKETING PLANNING service for Business Network Members. Over a 6-month period, we will facilitate a monthly marketing brainstorm and planning session, allowing you to be pro-active and cohesive in your marketing activity. Monthly cost only £100 + VAT. To find out more contact Julie Piper on **07912 742235**.



This subtle change of name and logo reflects the results our clients gain from working with us and better positions us for our exciting developments in online initiatives.

All other details remain the same including the website, pending the launch of an updated site in a few weeks.

Visit: www.straightforwardbusiness.co.uk

Tel: 01647 27 00 77

Linda Bennett of THE BEST OF EXETER

Tel: 01392 248263

Email: exeter@thebestof.co.uk

Set-up fee reduced from £97 to £80 for The Business Network members until October 2009.

Going up to £129 soon

THE BEST OF EXETER NETWORKING EVENTS JULY & AUGUST

WHEN: Thursday, 16 July from 6.00 - 8.00pm

WHERE: Basepoint Business Centre, Yeoford Way, Marsh Barton Exeter EX2 8LB

TICKETS: £8.00 per person for thebestof Exeter members for the networking, drinks and canapés

£10.00 per person for non-members for the networking, drinks and canapés

Next networking date: Thursday, 13 August 2009.

Julie Cotgrave of Target Search and Selection

Tel: 01803782211

Invest in your sales team to get results!

Successful organisations know that investing in training is essential to motivating and retaining good people. At Target, we work with you to design a sales training programme specifically to support and develop your people. The good news is that you may be eligible for funding to help with this, so there has never been a better time to invest in training.

Need a sales person to win business and keep you ahead of the competition?

Gain access to the regions' top performing sales people!

www.targetsearchandselection.co.uk

Call today on 01803 782211 for an in-depth consultation.

Trisha Stewart of THE STEWART CLINIC FOR HEALTH & WELLBEING

Tel: 01647 440440

There is always something special when visiting the Trisha Stewart Clinic - come for a free consultation and find out how to get the best out of yourself www.trishastewart.com

Emma Gilbert of THE THISTLE HOTEL

Tel: 01392 312267

Call 01392 312273 for details of amazing offers!

Thistle Hotel Exeter, Queen St, Exeter, Devon, EX4 3SP

Mobile: 07818 427648 Email: emma.gilbert@thistle.co.uk

Wendy Wills of WAYS2WIN Ltd

01392 248548

Ways2win are running local courses in [Taunton](#), [Exeter](#), [Plymouth & Truro](#) through to September to fully skill up companies to tender for public sector contracts and increase the win rate of those who are already tendering.

The set of 2 courses fully skill you up to find the opportunities (for free), opportunity assessment (delegates have a tender search undertaken for them as part of course 1), low value contracts, strategic positioning of your business for contracts that are not advertised, being an approved supplier and completion of a PQQ (all in course 1) through to completion of the Main tender document with the opportunity of hearing and meeting a public sector decision maker (course 2).

These 2 courses may be fully funded through Train to Gain if you have 5 – 249 employees.
Call us on 01392 248548 for further information

People Factor workshop on Friday 24 July 2009 at the Buckerell Lodge Hotel, Exeter.

Who is presenting?

Chris Reader, CR HR Ltd — on the HR policies and procedures you need to properly manage redundancies, disciplinaries and grievances, and workplace disputes, and comply with the new April 2009 Employment Law changes on mediative practice.

Vivienne Carnt, Red Earth Consultancy — on the importance of supporting your staff in these troubled times — especially the ‘survivor groups’ and ‘firing managers’ after a redundancy program — people on whom your future depends.

Caroline Shimmin, Working Law — on Employment Tribunals, de-mystifying this confusing, intimidating and costly process.

Celia Delaney, Delaney & Hart Ltd on moving forward — how to use skills training to motivate your people, and focus your business positively on the future.

Please visit <http://www.delaneyandhart.co.uk/home> for further details and to access booking form or click on the direct link below for the Booking Form

http://www.delaneyandhart.co.uk/assets/02_pdf/the_people_factor_front.pdf

We look forward to you joining us at this informative workshop.

Next Exeter Business Network Event June Event – 12th August 2009 – Sandy Park

Seminar – Ways2 Win

"Strange as it may seem - we love tenders and the whole procurement process! The reason we are here is because many of you do not!

We are here to deliver winning tenders for you...

Would you like to increase your Tender win rate?

Would you like to meet the decision makers face to face?

Would you like help in completing the documentation?"

An insight into the world of winning tenders.

www.ways2win.co.uk

What to do back at the office

Review the business cards from around the table and any others that you were given.

Ask yourself the following questions:

Who shall I write to and say how good it was to meet them?

Would one of the people you met today benefit from your newsletter/being part of a forum/online discussion?

Is there some I met today who I need to contact for help/advice/collaborative strategy?

Who shall I call and make an appointment to see?

Who am I going to tell about somebody I met today that could help?

Who else could benefit from an introduction to one of the people I met today?

Always keep in mind the members of The Business Network and on the lookout for any way in which you can pass on leads

"Life is a field of unlimited possibilities."

- Deepak Chopra

Many thanks to The Business Network North for these valuable tips.



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£10.00 per person for non-members for the networking, drinks and canapés

[Click here for the booking form.](#)

Next networking date: Thursday, 13 August 2009.

T 01392 248263
M 07940 566360
E exeter@thebestof.co.uk
www.thebestof.co.uk/exeter

What to do with your Business cards

Top Tips from Simon Leek of Southwest ICT

It's amazing the number of business entrepreneurs I speak with at networking events who want more out of networking but continue to do the same, ineffective, thing over and over. Eventually they leave a network group because of the low level of return when compared with the time invested.

Put the business cards collected in a 'proper' database

Entering business cards into a Customer Relationship Management (CRM) database ensures that your follow ups are simpler to do and more likely to be actioned. A CRM system will provide the following service:

- **Create automatic workflows**

Think about a workflow that should take place when entering a business card into a CRM system. An example here might be to automatically create a follow up call in your diary 7 days after the event.

- **Personalised email handling including your branding.**

Just enter the contact, choose a pre-built email template, add additional comments particular to the contact and click send. Quick and simple to do.

- **Build multiple 'target lists'**

For example, create a list called "My Exeter Networking Contacts", add relevant contacts to the list, set up and schedule a list of emails to be sent at **predetermined times (just like this one!)**.

- **Note taking**

Record every conversation with each contact, the date and time the conversation took place and add a reminder to call them at a future date. Read back over past conversations to refresh your memory.

- **Categorise contacts into target areas**

Who in your system is in your 'inner circle'? who is an 'advocate'? What are their dis/likes? Are they a detail oriented person or do they like to hear only the headline stuff? This kind of information can help you tune your sales message to the individual you are addressing.

- **Keep a list of RBO's (Relationship Building Opportunities) and their potential value.** Add every whiff of an opportunity to your database. You'll never forget to follow it up. It'll keep you focused on what counts. BUSINESS

Simon Leek Director South West ICT Limited

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Twitter: [southwestcrm](#)

LinkedIn: [My Profile](#)

Blogs: [My Ramblings](#)

End of Exeter Business Network News