

Exeter Business Network News



21st January 2009

Welcome to Exeter Business Network News.

No one individual can know all the answers, or be good at solving every problem, but, a carefully constructed network of friends and associates can. Your ability to succeed depends to a very large degree on the rapport you establish with key individuals in your life. Dwell on that for a while.

In business networking you need to be consciously looking to assemble a network of people that can assist us (and them) in succeeding in business. An example is an Estate Agent; they may work together with other agents to help each other with open houses, finding listings, or closing sales. They may also work together with allied businesses such as lending institutions, solicitors, home inspection services, and many others that may be involved in the sale of homes. Together, this group is far stronger than the one individual agent.

People buy from or refer to people they like and trust. The only way to establish this level of trust is through regular face-to-face interaction. Think of it this way: would you have married your partner after reading a brochure about him or her, or receiving a sales letter? I think not! The same applies to business. It takes face-to-face interactions in a relaxed environment to develop and deepen rapport.

Missed the seminar on The Secrets of Successful Networking?

Some Golden Rules.....

Attitudes and Planning

1. Be alert – there are business opportunities everywhere
2. See all contacts as potential business opportunities
3. Networking requires a giving and abundance mentality

Working the Room

4. Make the first move
5. Have an interesting and exciting opening statement
6. Understand the power of remembering names
7. Be a good listener – let the other person do most of the talking
8. Small talk is the most important talk

Follow up

9. Ask for their business card
10. Keep in touch – be persistent

Special Offers Inside



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Alison Upton of ABBEY BUSINESS

Tel No: 01626 824832 or 07949 918222

FREE business banking forever - not just for an introductory period - please call Alison Upton to see how Abbey Business can save you your monthly bank charges each month

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**

Debbi Moore of Big Wave Media Ltd

Tel:0845 643 2385

Mystery Shopping - We report on exactly what your customers experience and how they are dealt with. Are you delivering on your promise? Let us be your Critical Friend and test your enquiry system. One free call to all Network Members. Contact Debbi Moore of Big Wave Media. **debbimoore@bigwavemedia.co.uk**

David Thomas of Bluegrass Computer Services

Tel: 0870 351 9347

Control your IT costs and remove your IT problems at the same time.

100% No Risk Money, Money Back Guarantee to members who book our FREE IT Health Check and allow us to support their system for one month. If you're not happy with the results simply let us know and you'll get your money back.

Your satisfaction and the delivery of excellent computer services is our number 1 priority. Which is why we guarantee all of our work.

Just call Steve Triner or Dave Thomas on **01392 207194** or email **david@bgcit.co.uk**

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

Or email cpe52@bristolstreet.co.uk

14a Marsh Barton Road, Marsh Barton, Exeter, EX2 8NT

Tony Cannon of Buckerell Lodge Hotel

Tel 01392 222620

Business Network Members who book day meetings can enjoy complimentary bacon rolls on arrival for every delegate. Offer available until 28th February 2009. Please call Liz on 01392 222625

Joanne Caine of Cathedral Appointments Ltd

Tel: 01392 413577

Office Space Available - Cathedral Appointments are based in the heart of Exeter in prime Southernhay offices. We currently have office space available for hourly, daily or weekly hire. Please call Joanne Caine on 01392 413577 for further details or to organise a viewing.

Reduced recruitment fees for Business Network members - 10% of annual starting salary for any vacancies registered in January. Please call Joanne Caine on 01392 413577 or email **joanne@cathedralappointments.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 Charlotte on 01392 453600 or email charlotte.lambeth@charles-stanley.co.uk for a free consultation



David Frumin of DAVID FRUMIN & ASSOCIATES

Tel: 01392 493394

Income tax returns for year to 5th April 2008 will be done for 10% OFF our normal fee www.davidfrumin.co.uk
enquiry@davidfrumin.co.uk

Clare Whiston - HYPNOTIST, COACH, THERAPIST & PHOTOREADING INSTRUCTOR

Tel: 0845 124 9984 or +44 1626 853747

Email: Clare@ClareWhiston.com

Do you want to know how you can dramatically reduce the stress in your life by following 3 simple steps? Call or email me to find out how.

Learn how to double your reading speed in a weekend with PhotoReading and get through books, journals, magazines, reports and newspapers with ease.

Next course

30/31 January 2009

www.ClareWhiston.com

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

Chris Reader of CR HR CONSULTANCY

Tel: 01626 352216

- A FREE HR audit for Business Network members

Ben Philpott of DARTINGTON HALL

Tel: 01803 847006

Enjoy a complimentary night on us when you book your first nights B&B in one of our distinctive rooms. A two night break provides the perfect opportunity to explore the many activities on the estate, shop at the Dartington Cider Press Centre, wander through the Grade 2 listed formal gardens, enjoy one of the many live performances or films in the Barn Cinema. Finally dine in our unique 14th Century gastro-pub, the White Hart. Single Occupancy standard rate B&B First night £65 per room, second night free. Double Occupancy standard rate B&B First night £95 per room. Second night free. Please quote promotional code LB10 at time of booking. 10% discount in our shops at the Cider Press Centre

Anna Craib of Exeter 107.3FM

Tel 01392 823557

Exeter FM would like to offer Business Network Members 25% discount off any airtime package taken over the next three months. For further details contact Anne on 01392 823557

Chris White of KEN WHITE SIGNS LTD

Tel: 01884 253795

FREE consultation with our creative department, looking at your corporate image. 10% DISCOUNT for all Exeter Business Network members

Langs Facts 'n' Figures

01752 881 900

The new name for Lang Consultancy. Influencing of people to help accomplish the goals of an organisation or company. It involves planning, organisation and guidance with the objective and impartial assessment. We can help with: Management Accounts; Software sourcing and selection Cashflows ; Budgets; Training; Interim Management Business Start-ups; Sourcing Funding; Book Keeping 07785 733 764

Linda Cleaves of LC MORTGAGES LTD

Tel: 01823 680830

Lenders still have great re-mortgage rates and the Buy to Let Market is booming despite the doom and gloom in the press. We are independent whole of market brokers who do not charge fees to find you the best deal. For your free consultation get in touch on 01823 680830

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



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Steve Davey of SMARTCOMMS 4 BUSINESS LTD
Tel: 0845 1300643

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Colin Pearson of SOLV FINANCE
Tel 07795 633605

Contract Hire Special Deal Nissan Qashqai 1.5dCit Visia 5dr 36 Months Business Contract Hire only £184.99 + VAT per month Personal Contract Hire only £211.99 inc VAT per month Best of the new breed of 4x4 Co2 emission rating: 139 g/km Special offer rate based on 10,000 miles per annum. Payment Profile: 6 Months, followed by 35 monthly payments of £184.99

Mike Stock of N3 DISPLAY GRAPHICS (BRISTOL)

LTD

Tel: 0117 965 5566

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.

Ron Halden of PENINSULAR ONE SOURCE

Tel: 01392 211900

5 panel pop up display system including high quality laminated panels, magnetic tape for fixing, 2 spot lights, rigid transport case on wheels, folding wood lectern top and free deliver in the Exeter area. £850.00 excl VAT. From artwork supplied or use our in-house design studio
www.peninsular.co.uk

Sarah Ingram & Peter Slater of POWER MARKETING

- A different perspective?

Tel: 01392 211056

Are you maximising your ROI on your marketing communications activity? Should you be spending more or less?
Have you set clear objectives? How do you measure your advertising effectiveness or are you carrying on regardless? We are offering a Free Marketing Audit. Something which gives you focus, insight and the confidence to make changes to develop your communications - with the guidance of an experienced marketing and business consultant who's been practicing for over 15 years. This session will help move your marketing effectiveness up a gear. This is the start of a process - it won't solve all your challenges in one go but if you don't start you won't know how far you've come or what else you need to do
Please talk to Peter Slater or Sarah Ingram to arrange an informal meeting and discuss the next steps

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

Anthony McGloin of STRAIGHT FORWARD BUSINESS LTD.

Tel: 01647 27 00 77

SERIOUS about developing your Business? Want to find out how (like one of our clients last month) to achieve 633% profit growth year on year. Find out how a Complimentary Business Assessment / Coaching Session (worth £100's) can be the "Best Business Decision" you'll ever make! Yours FREE, as a fellow member of The Business Network. It's your decision - stay with the 90% crowd...or step up into the 10% elite!

www.straightforwardbusiness.co.uk

Danny Frayne of

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Tel: 01392 271739

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Emma Gilbert of THE THISTLE HOTEL
Tel: 01392 312267

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Mobile: 07818 427648
Email: emma.gilbert@thistle.co.uk
www.thistlehotels.com www.guoman.com

Jeremy Lucas of SUBWAY COWICK STREET

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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?

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

Linda Bennett of THE BEST OF EXETER

Tel: 01363 774779

Email: exeter@thebestof.co.uk

Set-up fee reduced from £97 to £70 for The Business Network members until March '09.

As recommended on

thebestofexeter

www.thebestof.co.uk/exeter

Trisha Stewart of THE STEWART CLINIC FOR HEALTH & WELLBEING

Tel: 01647 440440

Weekend Bootcamps - Detox Retreat - Holiday Home -

Special Cookery Day - Raw Vegetarian Food

Preparation Demonstration all now available at the

Stewart Clinic - if you have friends coming to stay or

would like to join us here at Lower Westcott Farm

please contact me - check the website

www.trishastewart.com or 01647 440440

www.trishastewart.com

University of Exeter – Reed Hall

Tel 01392 215566

Free Breakfast for Exeter!

As part of National Breakfast Week the University of Exeter would like to invite you to join them for breakfast at Reed Hall on **Wednesday 28th January**. Reed Hall acts as the University's all year round conference centre.

The first 100 guests to register will get their breakfast for free! In order to

book your free breakfast you simply need to reply to this email confirming you would like to attend. Arrival drinks will be served between 7.30am-8am with breakfast between 8am-9am. A perfect way to begin your day and what's more with over 100 guests attending why not use this opportunity to network with other local businesses.

With a wide range of conference rooms available, Reed Hall provides the perfect location to meet within Exeter at affordable prices. Now opening from 7.30am you can enjoy a relaxed breakfast meeting, or book one of the main rooms for a half day or full day meeting.

*When booking your place, please advise us whether or not you will require a vegetarian breakfast or have any specific dietary requirements.

Contact Sarah Snow or Alison Blackler

Hsmarketing@exeter.ac.uk





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Simon Curtis of VEHICLE SAVE CONTRACT HIRE AND LEASING

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Free fleet or vehicle audit for any member - not a veiled selling tactic, we will genuinely look at what you have and give you advice and guidance on how to operate to best effect, taking account of the new taxation regime coming into force in April 2009

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Julie Barrington of YOUR SPACE DESIGN

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20% OFF all blinds and 10% OFF all curtains for all Business Network members and their families and friends.

Devon & Exeter Connections – 5th February

We are very pleased to be partnering with Bristol Street Motors, Renault Main Dealer in Exeter to offer an Evening of networking on 5th February 2009.

Speaker for the event. Ian Creek Marketing Manager of Exeter-based **New Zapp** will be speaking on "Making the most of email marketing". I know this is a subject that will be on the agenda of many more businesses this year and Ian comes with a high reputation as a speaker.

Devon Air Ambulance will be in attendance and raising awareness and we will be holding a prize draw to raise money for them. Their need is considerable and their service is one that we all hope we won't need.

The Devon Air Ambulance Trust is the charity which raises the £3.5 million + needed annually to keep Devon's 2 Air Ambulances flying. In 2008 the helicopters flew over 1500 missions. The service is there for anyone who needs it, whether they are resident, holidaymaker or simply passing through the county. Because of the rural nature of Devon, with many of the 9,000+ miles of roads being no more than country lanes, the helicopters come into their own, being able to fly over traffic jams and in a straight line. They can reach 50% of the county within 5 minutes with the remainder within 15 minutes, meaning essential medical treatment is administered as quickly as possible. Please let Andy know if you can help with prizes for the draw.

Attendance is free. There's still time to book your place Exhibition spaces available if you want to showcase your business.

You can book your place at the event and get more details from **Andy Coote 0845 003 1347**

Wedding Fayre

Main Clubhouse, Woodbury Park Hotel and Golf Club

Sunday 8th March 2009

10 am – 4 pm



Free admission with Bubbly & Canapés for every guest

Bodyzone Mini Manicures

Free Prize Draw

Exhibitors to include:

- Florists • Photography & Videographers • Wedding Cars • Bridal Wear / Menswear
- Cakes & Chocolate Fountain • Jewellery • Wedding Stationery
- Chair Covers • Hair & Make up

Your Wedding

...that special touch on your special day...



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Email weddings@woodburypark.co.uk · www.woodburypark.co.uk



Contract Hire and Leasing

Exeter Business Network member Vehicle Save Contract Hire & Leasing Limited has teamed up with Exeter International Airport to provide a superior minibus for their Corporate Aviation clients. The vehicle contract hire company has this week provided a new exclusive nine seat people carrier to transfer VIP passengers between their private aircraft and the airport terminal.

The vehicle, which is based on Renault Master, was originally designed for the military and has substantial baggage capacity but with its smooth and comfortable ride it is ideally suited for the needs of the airport and its Corporate Aviation passengers.

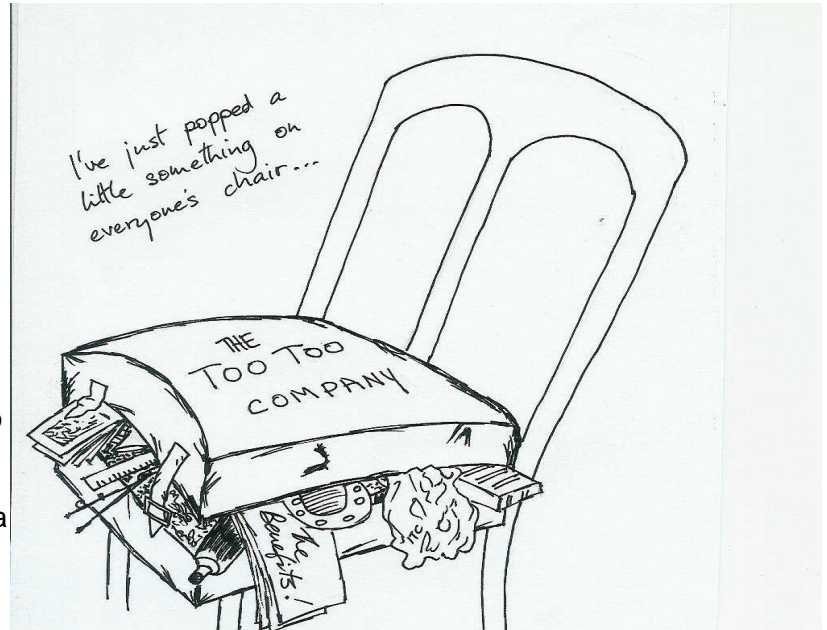
Jim Howard Managing Director Vehicle Save Contract Hire & Leasing Limited said: "We have the flexibility to tailor vehicles to the needs of corporate clients and offer the best and most cost effective solution for their business. We are very excited to be working in an area where many of the airport's passengers are major players in the business community."

The airport's Corporate Aviation department not only provide aircraft to terminal transport, there is also a private VIP lounge and gourmet catering for aircraft provided by local celebrity chef, John Burton-Race. The Corporate Aviation Manager, Chris Beer has a job similar to that of a hotel concierge. His unusual demands for a flight have included Russian caviar from the Caspian Sea and organising a permit for a dog in New York. The team of three deal with UK and overseas royalty, many of whom enjoy the country pursuits of the region and well known celebrity clients which have recently included artist Damien Hirst, airline boss Sir Richard Branson and American rapper Kayne West.

Chris Beer, Corporation Aviation Manager said: "We are here to ensure our passengers have a seamless, if brief, use of the airport. We are constantly on hand to cater for every requirement and our client have high expectations. The new vehicle helps us offer our high profile passengers the facility they expect and the feedback has been very positive."

Managing Director of Exeter International Airport Jamie Christon said: "The Corporate Aviation department was set up two years ago when we recognised that our private jet clients expect a different kind of service; and it has proved a resounding success. Our Master Plan strategy states that we wish to work with local independent companies wherever possible and we are delighted to be supported by Vehicle Save Contract Hire & Leasing who have provided a first class service."

Final Networking Tips!



Cartoons courtesy of Bristol Business Network Member

Artistic LICENCE