



Finding New Clients

How Can Social Media & "Real Networking" Generate New Leads?



Date: 28th February 2012 **Time:** 9.00am - 5.00pm **Venue:** Bloxham Mill Business Centre

It is all too easy to rely upon existing clients to generate most of your revenue. This is a dangerous course of action; clients come and go and so do their fees.

Some people believe that "rubbing along" with the right people will eventually result in new clients being won, almost by default. The lack of control exercised in this approach is truly astounding.

By creating a systematic way of winning new clients you can not only replace any revenues lost by departing clients but also create real growth in the company that is under your control.

That's what this workshop is all about: finding and contacting new clients. Taking control and getting consistent results as a consequence.

Focus

It is vital to establish a number of new client streams, each requiring its own tools and techniques but united by their ability to systematically generate new leads.

- **Social media** - Used constructively social media is quite simply the most powerful Business Development tool around today, more and more organisations are finding that without some kind of social media interaction that their growth rate is impaired. There is, however, a belief that Social Media is all about high activity levels; this is a myth. We explore ways to use LinkedIn, Twitter and Blogging to meet and engage the right prospective clients with only **a small investment of your time**.
- **Real Networking** - We explore the full range of skills, tools and techniques required to build a group of people who are willing and able to help you develop your business. This is the inside track on how an effective networker should operate and **does not include lame advice about 'working a room', doing lunch or collecting business cards.**
- **Showcasing** - One of the easiest ways to be exposed to potential new clients, differentiate yourself and impress them with your skills and experience. We look at ways to create a compelling talk you can deliver and the best way to find suitable showcasing events.

Who Should Attend This Workshop

Anybody who is expected to identify and win new clients, regardless of their position within the company.

Approach

A combination of discussion, instruction, exercises and many practical examples. The main focus is to change how people feel about winning new business and provide them with a host of material to help them develop at their own pace following the workshop.

Outcome

- **Myths swept away** - great business developers are made not born. There are some key tools, techniques and processes that the attendees will learn that will produce consistent results.
- **Personalised Approach** - all the material delivered in the workshop is designed to be customised by the attendees to suit their needs. This is not a 'one size fits all' solution.
- **Action** - attendees will emerge with a very clear idea of what needs to be done and more importantly how they can do it.

Your Investment

If you would like to attend this event then your investment will be:

- £195.00 per attendee.
- £150.00 per attendee for organisations sending groups of 4 and above.
- Payment must be made in advance of attending the day. This can be done via a credit card payment on the telephone (see contact details below) or by sending a cheque made payable to "Bloxham Mill Business Centre."
- All prices quoted exclusive of VAT which will be applied at the prevailing rate.
- Lunch, refreshments and all materials are included in this price.

How To Register

Bookings for this workshop are being taken by the venue. Email your request to tracey.fleming@bloxhammill.com or call Tracey on **01295 722800**. Please note that places are limited for this workshop and early booking is advised in order to avoid disappointment.



The Flair Coach – Mike Ames

Mike is a highly respected entrepreneur, business leader and speaker with a string of successful businesses behind him. During the 1990's he organically grew his group of companies from zero to a £40 million pound turnover group in less than nine years before selling it to a NYSE listed company.

What Previous Attendees Have To Say...

100% of our delegates indicated that this workshop has been the best that they have attended on the topics of networking, social media and lead generation and showcasing and that the content will positively contribute to how they approach these important business activities.

"Very useful in teaching how to ensure you get what YOU need out of networking. Will help me maximise my time at events."
Executive, Corporate Finance Company

"Excellent it was really good to listen to someone away from the normal clichés surrounding business development."
Senior Manager, Big 4 Accountancy Firm

"This will give me a lot more focus on my networking activities and give me more confidence." Client Manager, Private Bank