



ALISTAIR MARSHALL CONSULTING
Providing Business Solutions

10 Ideas You Must Implement to Hit Your Year End Financial Goals



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The Objective – Provoke Thought
(Change Attitude & Behaviours)

The Challenge – Every delegate takes at least ONE idea away to action Tomorrow.



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WARNING

CHALLENGES AHEAD

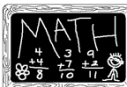
The Real World

THE
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WORLD

Questions from Potential Clients

- I don't know who you are
- I don't know your company
- I don't know your company's products & services
- I don't know what your company stands for
- I don't know who your customers are
- I don't know your track record with company's like mine
- I don't know your reputation
- Now what was it you wanted to sell me again?

Some Maths to Start



- Financial Performance =
Operational Competence x Marketing
- Also $BAS = DST + IST$
- Lifblood of a business is New Business!

1. Client Profile & Targets



2. Client Review Meetings



3. How good are you? How do you know?



4. www.expert.com



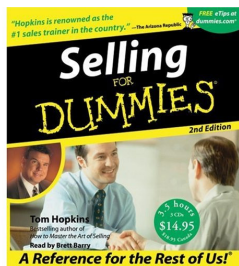
5. Strategic Ventures



6. The Message - What are You Selling?

- Sales skills
- Presentation skills
- Networking
- Elevator Pitch

- Skillset v Mindset



7. Social Media



8. Marketing Ladder System



9. Compelling Copywriting Skills



10. Risk Reversal



And Finally.....





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- Take MASSIVE Action!
- Any Questions?
- www.alistairmarshallconsulting.com
- 0161 748 0060
