



Tax and that valuable recurring annual meeting





1983 Peter Done
Peninsula HR
Packaged monthly fees
Now the largest
employment law business
in the UK
2017 £83m turnover



**2013 Tribunal fees
fell off a cliff**

**But Peninsula
2013 - £70m
2014 - £72m
2015 - £75m
2017 - £83m**





A precedent set

Motivated to change



A story 2015 to 2018

- £381,000 recurring fee income
- £85,000 additional employment annually
- £100,000 - £200,000 other attributable to the programme annually

- Marketing costs £120,000 p.a.

Where's the money

155 clients

£381,000 recurring

Mean £2,500

Mode £1,500 v high margin

Clutch of £10-12,000

X sell employment £85,000

X sell others £100,000+

Do you want



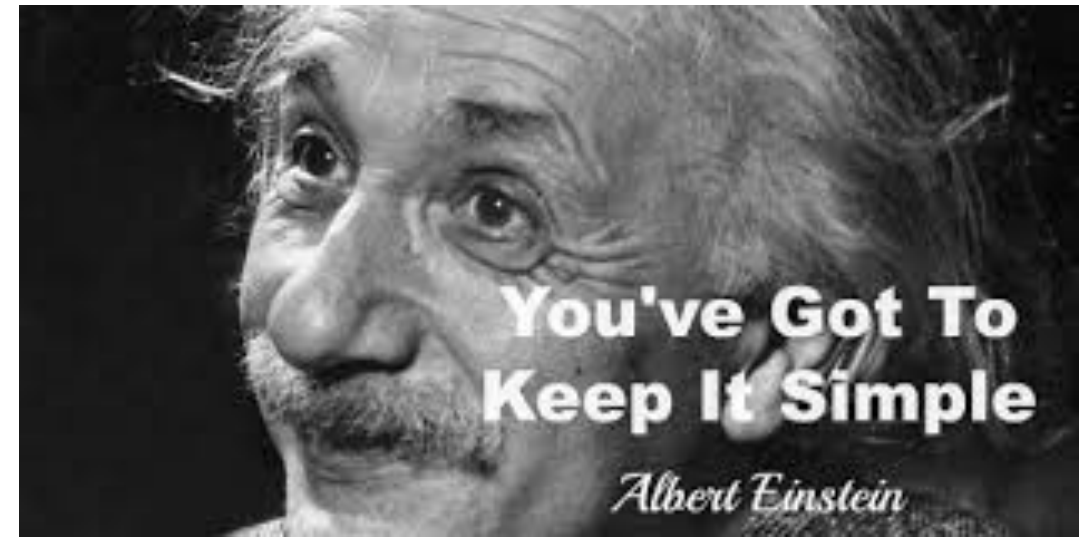
fries

with that



BD lead not marketing

Sales person	£45,000 + £10,000
Content creation	£8,000
Online lead generation and content distribution	£5,000
Offline lead generation	£35,000
X sale	?



CONTENT AND MESSAGING

3-50 employees
Greenfield sites



Fear and horror stories



Buy now Save later

3-50 employees
Brownfield sites

Better value same money



Industry specialism
Transport The Jungle

50+ employees
Brownfield sites

Grunt work and legislation



Free to do your work



Get me my Lawyer, beck
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Tower of Babel bullying

Perfect for the warehouses,
food manufacturing



9 ways to discriminate at work



Data points

- Green / brown field or 50+
- Contract renewal date
- Current supplier
- Decision maker
- User / Influencer
- Employees



 Content

9 ways
Tower of Babel

The Jungle

Stories

Advice

 Telemarketing


 Database

Green Brown 50+

 Logistics

 Hospitality

 Salesman

 New business meetings generated

125 P/A

38 P/A

75 P/A

 Closing 1/5 meetings

Content

- 9 ways
- Tower of Babel
- The Jungle
- Stories
- Advice

Telemarketing

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Logistics Hospitality

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Closing 1/5 meetings

Keys to success

- Keep it simple
 - Product
 - Data
 - Content
 - Leads
 - Sales
- Fab telemarketing
- Creative content
- BUT most importantly



When does it go wrong?

When the partner thinks they are a salesman or sales manager

Takes 3 months to know if a salesman will succeed and a year until they are firing on all cylinders





Do you want

fries
with that



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