



The GSA Business Development Accelerator
***Create a foundation for successful Lead Generation and
Sales and Marketing activity***

Who should attend?

Anyone involved in the role of developing new and existing business wanting to focus and drive activity.

This includes SME owner drivers, sales, marketing and new business directors and managers as well as account managers.

Everyone in your organisation should be responsible for new business. Our workshops and sales support activities are designed to challenge businesses to focus more on development of new business from:

- Current clients
- Lapsed clients
- New clients

How will I benefit?

Consider how well you know your market and how much is your staff engaged in the process of new business. Why do clients buy from you? What are your competitors doing? How do you differentiate your business in a crowded market?

The day job often means we do what is in front of us rather than what drives the business forward. Take some time to really focus on new business and see the results. Galvanize your new business process and activity and ensure that your leads pipeline is developed.

What does the activity involve?

Understanding your marketplace is crucial to driving sales. The GSA Business Development Accelerator includes a GSA New Business Strategy day workshop **PLUS (subject to specific requirement):**

- A staff email or telephone survey to
 - Uncover their views on your company key selling points
- A half-day workshop for key staff to
 - Uncover opportunities for more business to existing or new clients
- A mini email or phone survey of existing clients to
 - Establish why they really buy from you.
- Development of a 'Trojan Horse'
 - Leverage that can help get you through the door and in to see a potential new clients.
- A Market research email survey to
 - Produce valuable output for sales strategy, PR and new sales leads.
- Sector magazine and industry association research to
 - Uncover hot topics and opportunities for marketing.
- Social media and blog analysis to
 - Help you understand what's going on in your market sector.
- Key competitor research to
 - Identify gaps and opportunities

Workshop leader

Jonathan Silverman - Managing Director, GSA Business Development Ltd

Before setting up GSA Business Development Ltd in 2000, Jonathan spent 16 years in senior sales and marketing management. His career includes European and USA area management with Cover Girl and Dunhill, Marketing and retail management for Alfred Dunhill and Montblanc UK and latterly Porsche Cars GB as Head of Marketing.

Jonathan has strong client-side business development experience in sales and marketing in both b2c and b2b. He has undertaken consultancy in the past for The Chemical Industries Association, Bentley Motors Ltd, Marsh McLennan, Tanner Krolle Ltd (formerly part of the Chanel Group), Capita and Group 4 Securicor. For several years, he presented monthly seminars on Marketing and Data Protection for the Institute of Direct Marketing and the Chartered Institute of Marketing.

Contact Samantha Oggelsby or Jonathan Silverman now on 0845 658 8192 to find out how you can generate more business.