



The GSA New Business Development Strategy Workshop
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 are designed to challenge businesses to focus more on development of new business from:

- Current clients
- Lapsed clients
- New clients

How will I benefit?

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 will we cover?

The workshop can be a full day or two days and takes the following format:

- **Review of past successes and failures for new business activity.**
 - What did you implement in terms of marketing / sales activity and channels?
 - What were the results?
 - Why did it work or not work?
 - What can you learn from these activities?
 - When did you undertake the work?
 - Frequency regular or sporadic?
 - Who was responsible?
- **Discussion on current marketing activity.**
 - What channels?
 - Is your activity integrated?
 - Does the activity 'fit' with what you are selling?
 - Is the value for money and ROI appropriate?
- **Brainstorming session around new business opportunities.**
 - An energizing session focusing on creative ideas for new business from current, lapsed and new clients.
- **Action plan prioritised by**
 - Revenue opportunity
 - Resource requirements (internal and external)
 - Budget requirements
 - Appropriateness / fit with current activities.
 - Level of difficulty

In addition, output can include the following plan (this activity is likely to be part of a two-day session):

- Product/ Service to be promoted
- Target audience
- Marketing activity
- Objective / goal
- Timetable
- Owner
- Measurement Criteria

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.