

## **FREE START UP MASTER CLASSES – Lancashire**

Lancashire LEAP is running an exclusive series of Master Classes, focusing on Sales, Digital Marketing and Raising Finance – this unique series of master classes will provide essential expert coaching for you and your new start business. Please note that the Master Classes are ERDF funded workshops, so unfortunately retail sector businesses are not eligible.

You will directly benefit from support from Marketing and Finance specialists, peer to peer support, networking opportunities, expert advice and practical solutions that will equip you and your new business with the knowledge and skills you need to grow.

### **FINDING, WINNING AND KEEPING CUSTOMERS**

**Tuesday 21st July 2015**

**Blackburn Enterprise Centre, Blackburn, BB1 3HQ**

**8:30am registration, start 9am-3pm**

Your ability to Find, Win and Keep customers will have a massive impact on your new businesses ability to grow. Much of the challenge for sales people is that there is no uniform customer. This is both a benefit (it makes it easier to differentiate yourself for individuals or small groups) and a difficulty (more expensive and complex to market or sell to them). A few simple and straight techniques can make selling more successful. This master class will focus on buying roles, wants and needs of your customers, buying personas and behaviours, the buying and selling process and how to design your own winning tactical campaign.

### **PROFESSIONAL SELLING SKILLS**

**Wednesday 22nd July 2015**

**Farington Lodge Hotel, Stanifield Lane, Farington, Leyland, PR25 4QR**

**8:30am registration, start 9am-3pm**

Why do some sales people seem to win nearly all the work? It is easy to get a job in sales; many people move into it as a “promotion”. However, it takes a systematic and determined effort to succeed. Like sport, music and other high performance fields successful selling is 80% attitude and only 20% talent. There is little difference between the best and everyone else - but still they win. This master class introduces the small differences in ability, attitude, systems and strategies that lead to huge differences in results including 10 critical success factors for sales people, the face-to-face sales process, overcoming objections and negotiation and closing the sale.

### **DIGITAL MARKETING – HOW TO WIN MORE CUSTOMERS THROUGH SOCIAL MEDIA**

**Tuesday 28th July 2015**

**Blackburn Enterprise Centre, Blackburn, BB1 3HQ**

**8:30am registration, start 9am-3pm**

Digital marketing and particularly social media has exploded in recent years.

Marketing is now a two-way dialogue. It's an inexpensive medium and can be really effective in developing relationships. This master class will help you address 6 key issues for your new business:

What do you want your digital marketing to do for you?

Is your website working? How do you attract more people to your website?

How do you get social with social media?

How do you convert visitors to your website to interested leads?

How do you close customers using digital marketing?

How do you keep customers coming back?

## **PERFORMANCE MANAGEMENT AND RAISING FINANCE**

**Wednesday 29th July 2015**

**Farington Lodge Hotel, Stanifield Lane, Farington, Leyland, PR25 4QR**

**8:30am registration, start 9am-3pm**

The workshop will focus on two key aspects of running a successful business:

How to keep score – all businesses need to understand why it is that the results are what they are.

This element of the workshop will look at different types of performance measures that can be used and provide suggestions as to which should be used for delegates' businesses

How to raise finance – whether performance is good or poor, at some stage, all new businesses need to access finance. This section of the workshop will look at the different types of finance available, their pros and cons and the way in which you can present yourself to funders to improve your chances of raising finance

### **Timings**

08.30 arrival & registration

09.00 start

15.00 finish

### **Catering**

Light lunch & refreshments provided throughout the day. Please advise if you have any specific dietary requirements so we can ensure you are catered for.

### **Parking**

Free parking is available on site.

### **Booking Procedure**

To reserve your FREE place on this series of workshops please register your details now by following the link below. Places are limited; book your FREE place early to avoid disappointment.

<https://www.eventbrite.co.uk/e/free-start-up-master-classes-tickets-17761352684>

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