



March 2009

Refreshing and innovative practical ideas direct from Boreas Partnership (UK) Ltd to your business every month.....helping you improve and grow your business!

“DO NOT FOLLOW WHERE THE PATH MAY LEAD. GO INSTEAD, WHERE THERE IS NO PATH AND LEAVE A TRAIL.”



### When seeking to cross sell additional services/products to existing clients' ask yourself:

Are you clear about the range of services/products available to clients?

Are all staff aware of all services/products and the benefits to the clients?

Are the benefits of the services/products clear and obvious to the clients?

Are the services/products clearly promoted on your website, marketing material and other relevant literature?

Have all Directors/Partners & staff had training in sales skills to enable them to effectively promote the range of services/products to clients?

Are all staff aware of how to identify gaps in service uptake/product mix and how to advise the appropriate clients on using the additional services?

Are third parties, your 'virtual sales team' aware of all services/products available from your firm?

**Cross selling mastered** ✓

### Differentiating your firm from the competition:

It's an increasingly competitive market place, for all of us.

Differentiating your firm from the competition is becoming increasingly important. Advances in video streaming technology now mean that incorporating videos into websites is more cost effective than ever.

Videos allow you to showcase your services and expertise and to provide viewers with the key benefits of engaging your firm, rather than a competitor. Client testimonials add significant value when the viewer can both watch and hear what they have to say about you.

You don't need to be an expert in sales or marketing to achieve the impact you want as help is at hand.

**Call us on 0845 8384723 or email [info@boreaspartnership.co.uk](mailto:info@boreaspartnership.co.uk) for more details.**

We regularly review innovative products and services available from our chosen partners. This month's recommendation is:

Copycatweb Ltd provide e-mail marketing from as little as £20/month. Make your message count with "thingmail," a simple, easy-to-use e-marketing solution. Contact us for further details.

Boreas Partnership (UK) Ltd offer a range of programmes & workshops supporting the development of your business in areas of efficiency, top line revenue growth & profit maximisation.

The hints & tips provided are also available to view on video on our website [www.boreaspartnership.co.uk](http://www.boreaspartnership.co.uk)

Please follow the below links for further information:

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