

2008 Seminar Programme



Winning New A-List Clients/Customers

This seminar will provide the nuts & bolts of how to identify and win the clients/customers within the sector you chose to develop. Often the business runs the owner/manager rather than the owner/manager running the business; start as you mean to go on and develop into your preferred markets.

- Using referrals effectively - how to mobilise your 'virtual sales team'
- Defining your 'A' list target prospects
- Developing the Unique Selling Proposition - the do's and don'ts
- 4 steps to understanding and beating your competition
- Using sector analysis to target and win your key targets
- 10 top tips to make your website stand out and win you more business
- Winning new business without doing the work or adding to your costs
- Delivering the benefits not just the price
- 7 easy steps to sales

Date	Location	Seminar Code
4 June 2008	Haydock	WNCH1
23 April 2008	Blackburn	WNCB1
14 May 2008	Leeds	WNCLS1
7 May 2008	Durham	WNCD1

These seminars run from 9.30 - 12.30 - **Book online** www.boreaspartnership.co.uk.

Price £95 non-members, £75 members plus vat (A discount of 15% will be applied to bookings of more than 3 people on the seminar. A discount of 15% will be applied to any delegate booking onto three or more seminars).