

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).



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Booking Form

Please make all cheques payable to Boreas Partnership (UK) and return including this completed slip to:
BOREAS PARTNERSHIP (UK), P.O. BOX 484, BURNLEY, BB11 9BY

If you have any questions please phone our Sales Team on: **0845 8384723**

Practice name and address

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Event Code	Event Date	Mr/Mrs/Miss	Delegate Name	Job Title	Email Address	Price
Discount applicable						
VAT						
Total						

Fees: The fee for this event cover all written materials and any refreshments provided. An invoice will be sent out once your booking has been made. Please contact us if you do not receive this within 7 days of booking. Joining instructions will be emailed 7 days before the event.

Cancellations/substitutions: Cancellations must be received in writing. Cancellations made prior to 14 days before the seminar will receive a refund of 50% of the booking value. Cancellations less than 14 days before the course will not be refunded though a replacement delegate may be sent.

Important note: This booking form constitutes a legally binding contract. It may be necessary for reasons beyond the control of Boreas Partnership (UK) to change the content and timing of the programme, the speakers, the date or the venue. In the unlikely event of the programme being cancelled, Boreas Partnership (UK) will automatically make a full refund but disclaim any further liability.

Disability: Please let us know if you have any access, or other, requirements by calling 0845 8384723.

Data Protection Act 1998: By returning this form you agree to Boreas Partnership (UK) processing and storing your data for the provision of services, analysis and administration purposes. In the future we may contact you by mail, telephone, email, fax or other means for marketing purposes. If you do not wish to receive any further marketing communications please contact us at the address shown above. Boreas Partnership (UK) reserves the right to change the contents and/or price of any product or service at any time, without prior notification.