

# PROPOSING TO CUSTOMERS

- Delivered by expert facilitator Angelo Spencer-Smith
- Tuesday 21 May 2019
- Trebah Gardens, Mawnan Smith, Falmouth, TR11 5JZ
- 9am – 5pm

This workshop will help you define and understand what you offer to customers and how to communicate the value of your products and services effectively.

You'll work on understanding new and existing customer segments and establish the best ways of engaging your audience which is critical for planning the resources needed to deliver your business strategy and marketing activities.

## WHAT WILL BE COVERED?

This workshop will be facilitated by Angelo Spencer-Smith. As a positioning and differentiation strategist, Angelo will guide you with his specialist knowledge while enabling you to work on the critical elements that form the core of any business. Along with your peers you will:

- Work out who your VIPs are so you can stop wasting time on people who don't care
- Develop, refresh and reconnect with the heart of your business offer
- Get a better understanding of what you can change and what you can't
- Work towards better clarity on the strengths and weakness in your current offer and how customers interact with it
- Receive tips on how to explain the value you deliver to your customers

## OUTCOMES

You will develop the tools and confidence to reconnect with the core of your business offer, identify opportunities to find new customers and better connect with those you already have and, as a result, be able to plan and co-ordinate your approach to marketing and communication.

You will benefit from the support of your business development manager, your peers at the workshop and access a range of resources from Unlocking Potential that will help you as you proceed on your business journey.

**Register your interest here or call 0845 600 3660.**

