

## Business Development Services

As a service business owner, you face a unique challenge when promoting your services to customers - *how to establish trust with potential customers that will really encourage them to buy your services ?*

That applies whatever type of service business you run - such as IT & Telecoms, Maintenance Businesses, Contract Cleaning, Health Care, Education, Professional Services, and more.

The key is always to help the customer to visualise how your services will really help them.

At GBS, we combine our sales and marketing expertise, to offer you a range of **Business Development Services**, to help build that trusted relationship between you and your customer.

This ranges from researching and targeting the right customers, to qualifying the sales leads, and preparing and presenting winning sales proposals to your customers.

We can work with you on a one-off project, or on an ongoing basis, as your Sales & Marketing Partner - using our **GrowthPlan Service**.

To find out more call us today for an informal discussion, or visit our website for further details.



**A target customer is someone who will noticeably benefit by using your services.**

Identifying your target customers will ensure that your marketing and sales effort is much more efficient, and ultimately successful.

Techniques to help you identify potential customers include :

- Targeted Marketing Lists
- Local Research
- Customer Surveys

By using our business research services, we can provide you with a steady flow of new potential customers, including full decision maker name and contact details.



**A qualified sales lead is significantly more likely to become a paying customer.**

Successfully marketing your service business, requires a combination of two key activities :

- Making potential customers aware of your services
- Showing how they deliver real business benefits

We can assist you by providing a range of marketing support services, including :

- Marketing Campaigns
- Brochure and Letter Writing
- Telemarketing Service
- Customer Presentations and Exhibitions
- Online and Web Promotion.



**Providing well written and priced offers will deliver greater sales success.**

The key to successful selling is making a compelling offer at the right price.

Except for small value jobs, this will usually require providing your customer with a written proposal, bid, or quotation.

We can assist you by helping in the preparation and pricing of your offer, including :

- Proposal and Letter Writing
- Service Pricing
- Competitor Analysis
- Printing, Binding & Dispatch
- Answering Customer Sales Queries
- Sales Appointment Making

If you submit tenders for Local Authority Contracts, then we can help you to prepare the bid documentation.

We'd be happy to provide you with further information – please contact us on the numbers shown in this leaflet.

**GrowthPlan**

Our experience gained in working with Small and Medium Businesses (SME) over the last five years means that we understand your need for support that is both practical and affordable.

That's why we developed our **GrowthPlan** Business Programme for SMEs. It's designed to meet your needs in a clear and straightforward manner.

Growth Plan can be tailored to meet the needs of any business as shown in the diagram below, with four service levels, starting at the economically-priced, Adviser level, right up to our full-service Sales Level. As a business you choose the level that suits your needs.

**GrowthPlan Business Programme**

Services	Advisor	Research	Marketing	Sales
Business Support	✓	✓	✓	✓
Customer Research	online	✓	✓	✓
Marketing Services	online	online	✓	✓
Sales Support				✓

Prices for our **GrowthPlan Service** starts from just **£50 per month\*** + vat – which provides cost effective support on an ongoing basis. We can also quote for undertaking a one-off project.

All services are subject to our terms and conditions for business support services.\*Monthly fee excludes initial signup cost.

**Client Case Study – Provid Software**

Provid Software solutions are used for controlling the sales, servicing, and hire of film and broadcast equipment. This client needed to improve their marketing and sales, and grow their customer base.

GBS delivered new marketing literature, put in place a lead-generation system, and restructured their pricing to attract new customers. These changes enabled Provid to grow sales, and allowed potential customers to gain easy access to product literature and pricing, and simplified the buying process.

**What to know more ?**

Please call us on **0845 345 7039** or **07882 566499** and speak to a business consultant, or visit our website on **www.sellservices.co.uk** for further information.

We offer a **FREE** initial Business Review to clients during which we undertake an analysis of your current business and discuss any areas which may require attention.

And remember our services can be tailored to meet the needs of any business, to ensure you receive the optimum solution for your needs.



**Customer Research  
Marketing Services  
Sales Support**



**Growing Service Businesses**

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