

[11 FBI Consultancy PDF For £1000 Business Article](#)

This business support article has a minimum re-sale value of £50 or \$70

It is provided FREE of charge to all consultants & business owners who join our LinkedIn FBI Consultancy group



Article:

Promoting Your Business Via Your Contact Network

By Steve Pratt The International Business Fixer

Contact the Author at E: steve@pivotalevents.co.uk W: www.fbiconsultancy.com



There are many tried and tested ways of promoting your business to existing and new business contact and combine many different and effective modules that when correctly utilised will enhance your chances of success and subsequently increased sales.

Your contact network

All businesses have a network that is established through one or more of the following areas of business activities:

- a) small business networking
- b) business social networking,

- c) word of mouth
- d) business referrals
- e) Promotion and advertising
- f) Corporate brand awareness

Small Business Networking and Business Social Networking

Utilising small business networking on a local or regional basis is a very effective way of introducing your business to a community that can be identified as known users of your business services or products. Your ability to allocate time and effort to attending local small business networking events will enhance both you and your business to new opportunities. Not all networking events will be of use to your business and it is vital that you research all existing network contact groups in your area to establish which best fit your business activities.

Small business networking is critical for increased business growth. A recent survey states that two thirds (66%) of SMEs are now networking in person at least once a week to increase their business contacts. Given that every new business contact increases your very own corporate network of potential buyers it makes common business sense to embrace all relevant contact networks.

A proactive business contact manager recently stated that approximately 38% of business owners say business networking, particularly business social networking and establishing an effective contact network is crucial to the success of their business.

A recent survey indicates that business networking also provides impressive returns on investment, with one in five SMEs (20%) stating they made more than £10,000 from small business networking in the past year. Almost half (44%) made more than £1,000 from their business social networking. A recent survey revealed that business contact networks accounted for 79% of all new business sales. (*source: infinet.com*)

TOP TIP Be prepared to utilise more than one contact network group as you will exhaust potential business opportunities quickly if you focus on one group only.

Your Contact Network-Word of Mouth

The most powerful method of promotion that you and your business could wish for. A personal recommendation from a satisfied customer is a sure way of gaining additional business and increasing your corporate network sales opportunities.

Word of Mouth promotions can be achieved via:

- a) Personal recommendation from one contact to another
- b) Written recommendation that can be used to support your services
- c) Case study presentations

All of these recommendations or presentations will enhance your business profile and remove the barriers that will affect the customer decision buying processes. The ability to provide testimonials via the three methods indicated above and supported by a professional business attitude will increase your sales opportunities.

TOP TIP It is vital that you include all recommendations, referrals, case studies and testimonials on all of your contact network on line profiles and include in any hard copy presentations that you provide.

Your Contact Network-Business Referrals

Aligned to word of mouth recommendations, business referrals or endorsements are a very strong indication that your services and products would be useful to your customers business contact network.

It is paramount that you, wherever possible, utilise your business contact network to actively promote your business or services to other potential customers. Your business contact will only do this if you have provided a service that surpasses their expectations and feel secure in the knowledge that this will be delivered to any business contact that they refer you to.

TOP TIP ask questions – you will be surprised how many other business contacts can be approached by asking a simple question such as ‘do you know anyone else that may need my services’.

Your Contact Network-Promotion and Advertising

All businesses have to promote themselves in order that their services and products are made available to their customers. For the majority of small to medium size businesses business promotion is via:

- a) Local and regional media outlets (newspapers, radio etc)
- b) Small Business Networking and Business Social Networking
- c) On line presence, marketing and directory inclusions

In today's economic climate it is essential that promotion of your business is not diluted as this creates a perception of negativity, however the cost of promotion must be carefully managed in order that you gain maximum benefit for the cost incurred.

The most cost-effective module for promoting and advertising your business is via a combination of online presence, marketing, and networking.

FBI Consultancy have recognised this and have provided a module that incorporates all of the key elements of promotion and advertising under one simple to use, effective and cost driven online business tool. This service is a one stop shop for all of your business activities and we do all the hard work for you so that you can focus on what you do best – deliver your services.

TOP TIP Identify your customer and advertise in the areas in which they are most likely to have an interest or search for business contacts and services.

Your Contact Network-Corporate Brand Awareness

Making sure that your 'brand' stands out from the crowd and is recognised with quality and professionalism is not as expensive as you may think. The top corporates will spend millions in the creation and promotion of their brands to achieve identification and recognition in their specialised areas of operation.

Your business 'brand' is no different and represents you and your business at all times. A good brand name will reap rewards and be recognised if your products and services are of a high quality and delivered with professionalism. The same applies for those brands who attract a bad reputation – recognition can spread quickly if services are poorly delivered.

TOP TIPS

- a) The brand should be easily transferred across all media vehicles (corporate ID, TV, Newspapers, Internet etc). Therefore, careful consideration with regard to colour, style, font size and visual impact should be adhered to.
- b) The brand should carry a 'strap line' that says what you do – we are not all lucky enough to have a brand such as McDonald's which can be recognised as a yellow M arch without any wording.

- c) Use the brand on all communications (letterheads, e mails, business cards etc) the more people see the brand the more they will associate with it.
- d) Customers need to understand your brand and what you offer in order to associate themselves with it.

END:

You can add this business support article to your own personal or business newsletters, emails, blog or forum for FREE. Please ensure you include the authors name, email address and website in your publications, www.fbiconsultancy.com. If you have clients who wish to purchase this information for their marketing plans, they can purchase it for £50 or \$70 from www.fbiconsultancy.com

TIP: Don't forget we pay referral commissions to anyone who refers any fee-paying business clients to FBI Consultancy



Author's Resource Box:

Dr. Mark D. Yates is the CEO of FBI consultancy Ltd, which provides a professionally managed business growth service for global business owners, investors, entrepreneurs and C-Level executives. If you need to retain a dynamic managing director, interim director, business troubleshooter, business growth consultant, or his proven LinkedIn consultancy, contact Dr. Mark D. Yates at: Tel: UK 0151 647 1716. E: mark@fbiconsultancy.com W: www.fbiconsultancy.com

Dr. Mark D. Yates
CEO • FBI Consultancy
T • UK 0151 647 1716
C • UK 07736 777 553
E • drmarkdyates@aol.com
W • www.fbiconsultancy.com



CNN FOX NEWS DISCOVERY CHANNEL itv BBC Channel 4 5 HTV
WINNER - Best UK LinkedIn Business Growth Consultant