



Do you want more LEADS, more BUSINESS more SUCCESS?

Alan Jones & Associates present

THE “SUCCESS TRINITY”
Presentation, Promotion, Publicity

“These are interesting times. Now more than ever businesses need to communicate their products and services effectively and efficiently”

Whether you are involved in **Business 2 Business** (B2B) or **Business 2 Consumer** (B2C) trading your success; your credibility and your future will depend upon the clarity of your communication.

We are pleased to announce the first of a series of workshop and training events designed to help you communicate your business offer in a **CLEAR, CONCISE** and **COMPELLING** way.

The planned **trio** of workshops:-

Presenting Your Business (1) (19/03/09)

Defining your business and be able to present it
Communicating your business offer and solutions clearly
Presentation Skills – The Elevator Pitch - 60 Second Intro.

Facilitators:

Alan Jones of Alan Jones Consulting

Presenting Your Business (2) (TBC)

Giving a formal presentation
Voice, Gesture, Body Language and Sales Psychology
Your personal Image – colour, dress and style

Facilitators:

Alan Jones of Alan Jones Consulting
Clare Greenwood of Greenwood Style

Promoting and Publicising your Business (TBC)

Thinking for Business Success
Using Social Media
Becoming the Expert

Facillitators:

Alan Jones of Alan Jones Consulting

19th March : Cliffdene Hotel, Newquay

9.00am – 4.00pm

Presenting Your Business

Defining your business and talking about what it offers
Communicating your business offer and solutions clearly
Presentation Skills – The Elevator Pitch - 60 Second Intro.

PRACTICAL OUTCOMES

This is a practical workshop session at the end of which delegates will have:-

Clarified their product or service in terms of a SOLUTION to a potential clients problem.

Clarified their VALUE PROPOSITION

A framework for writing clear, concise and compelling 'opening' or 'introductory' statements about their business, their value proposition, their product or service.

SKILL OUTCOMES

The workshop session will support delegates in:-

Overcoming the emotional blocks to giving an effective introductory speech

Improving their (small group) presentation skills

Making effective and compelling statements about their service or product

Thinking creatively about promoting their business

YOUR INVESTMENT

£70 for the course which includes materials, refreshments and buffet lunch if place booked before 10th March (£95 thereafter)

Places will be limited and a 'first come first served' policy is operation.

DISCOUNTS: **Business League** and **Communication Station** members will receive a £15 discount

Our recent clients have said:-

"We were astounded by your presentation. It will leave a lasting impression on those who attended and by virtue of your talk they will also remember with greater clarity the content of the day. I was personally delighted with the whole event and was pleased that you were able to show a significant link between your techniques and our sales process"

Mark Duffelen M.D. Xerox Office Group

"Alan was able to adapt to work with our company marketing message using his knowledge and creative skills to influence our sales audience and help deliver our marketing message, motivated them and quickly built rapport using a combination of emotional intelligence examples 'mind reading', psychological illusions, along with a touch of magical skill"

Patrick Johnson : Technical Marketing Office Solutions UK

"I used Alan to assist me in writing a presentation. Once I had told him the initial outline, and he had explored my business approach, it did not take him long to come up with a superb marketing speech. I was absolutely astounded with the end result."

Kevin Hewitt : First4Mortgages

For more information about our services visit:

www.salesoptimisation.com

www.alanbjones.co.uk

www.voiceengineoptimisation.com



Alan Jones & Associates
Listening - Leading - Learning

BOOKING FORM

EVENT: **Presenting Your Business**

WHEN: **19th March 2009**

WHERE: **Cliffdene Hotel Newquay**

Your Name:

Business Name:

E:Mail:

Phone No:

Website:

I would like to reserve a place on the forthcoming Presenting Your Business workshop (19.03.09).

Signed:

Date:

I am a member of The Business League/Communication Station YES/NO

I enclose a cheque (**made payable to QCS**) for :

SEND form and payment to:

QCS, Elm Cottage, 76 Green Lane, Redruth. TR15 1LT

Payments by credit/debit card can be accepted through PAYPAL please email for details.

Payment Information:

Payment BEFORE 10th March 2009

Total Amount due: £70

If member of Business League or Communication Station please **pay £55**

Payment AFTER 10th March 2009

Total Amount due: £ 95

If member of Business League or Communication Station please **pay £80**