

Recognize your special strengths and adapt but also acknowledge the importance of partnership and alliance.

Become More Successful

Four Steps to improve your Business!

- Marketing Research
- Determine business requirements
- Communication
- Discover skills and strategies to create invincible business advantage.



EBE

PO BOX 32563
Chiswick
London W4 5YW

Phone: 0208 - 0994811

E-mail: sales@maxmms.co.uk

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Who are we?

Since 1989, we have helped businesses and individuals develop in their professional lives.

What comes first in marketing: attitudes or behaviours?. Different sources will give you their own opinion and point of view. Let's start thinking:

1. Why You're Doing What You're Doing
2. People don't buy products; they buy solutions to problems.

If you are in business, would that be in an office or shop, you are marketing (trading, retailing) your products, your surroundings, your expertise.

Communications skills, especially non verbal-communication, are very important and it is in your own interest to continuously understand even the most common signals.

There are four main aspects to consider for any business to be successful.

- 1. Know and recognise your capacities and potentials.**
- 2. Understand your customer's need(s).**
- 3. Know your audience.**
- 4. Exceed your customer's satisfaction & expectations.**

We can demonstrate to you and train individuals and groups on how to improve business and own personal capacities by using a variety of proven interpersonal skills.

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To 'P or not to 'P

We all know the 4 Ps that form the basics of marketing

1. Product
2. Price
3. Place
4. Promotion

And by adding a "target market" we, ultimately, have the 7 Ps

1. People
2. Process
3. Physical Environment

But people like Robert Cialdini and Seth Godin have also given us another approach to social marketing with the following points:

1. Tipping Point
2. Role Theory
3. Push/Pull Marketing
4. Hierarchy of Needs Theory
5. Social Exchange Theory
6. Systems Theory
7. Reinforcement Theory
8. Normative Theories
9. Multi-attribute Model
10. Cooperative Egoism
11. Idea-virus and Viral Marketing

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RECESSION!?! What Recession!

Of course there is more to marketing than the 7Ps or what people like Cialdini or Godin are expressing in their books.

In every financial and political climate, changes occur around us but, sometimes, we just don't have the energy or the know-how to follow them and accustom, with the necessary speed.

When a business starts to decline many managers or owners fail to see and understand why the business is declining. It is often difficult to accept responsibility but many managers are simply not able to capture the latest trends, the latest technologies, the latest policies or the up to date legislations and, consequently, the business declines and ultimately fails. This can happen with businesses of any size.

*"Recession was blamed for the shortcoming of a shop in Brewer Street (London); this was the owner's excuse. It is an easy "way out". Instead of analysing what is going wrong many business owners blame the "recession". Only recently I have spoken to Vincent Cable MP and he pointed out that new starts ups are everywhere. We cannot disagree with him. While some shops may remain shut, many others are opening even without the support of the banks. A friend of mine, a restaurateur, is complaining about a 40% drop in customers. The restaurant looks very good, prices are fair, service is excellent and the menu choice is attractive. Yet, 40% of customers have decided not to go to him anymore. In driving around Twickenham, Richmond, Chiswick or Ealing, a similar story can unfold. In a parade with 5+ restaurants, we have one or two very busy while the other(s) are almost empty. How can the recession make the fortune of some and the hardship of others?" **

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How to survive in a fiercely competitive business environment

BUSINESS SOLUTIONS –

Companies need to diversify their thinking, to have different perspectives and generate enough ideas to effectively solve problems and continuously improve & innovate in all areas. For any business, would this be a new or a current business concern, the vision or the assistance of an outsider can be fundamental to kick-start or restart trading to the maximum potential. Sometimes, when we are too involved in our company, we lose sight of what is needed to keep going.

A Business plan is a theoretical assessment of 'things to come' but, unless this is professionally done, shortcomings unfortunately lurk around the corner. In theory, several rules can be applied to a new business to ensure future success. However, unless one is able to implement some lateral thinking and progress with a wider vision and understanding of the demanding market place, results could be catastrophic and dreams could soon shatter. Growth strategies must be part of any business solutions to avoid stalemate situations, where the business struggles to even break even. Small changes are, in most cases, all that is missing to bring back a declining business.

"Gifts in Gerrards Cross, Buckinghamshire was a shop selling gifts, cameras and gadgets. The business was, somewhat, seasonal as buyers consulted the shop mostly during times of celebrations or seasonal greetings. A simple and effective solution was to introduce film developing facilities to the shop. At that time, when cameras were still running on 35mm films, this solution proved to be an excellent money earner as customers visiting the shop would now also buy films, batteries and the odd gadget. A few years later the owner retired at the age of 48". **

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EMPLOYEES -

I can hear you saying "tell me about it – we often have problems recruiting, keeping and motivating our staff"!

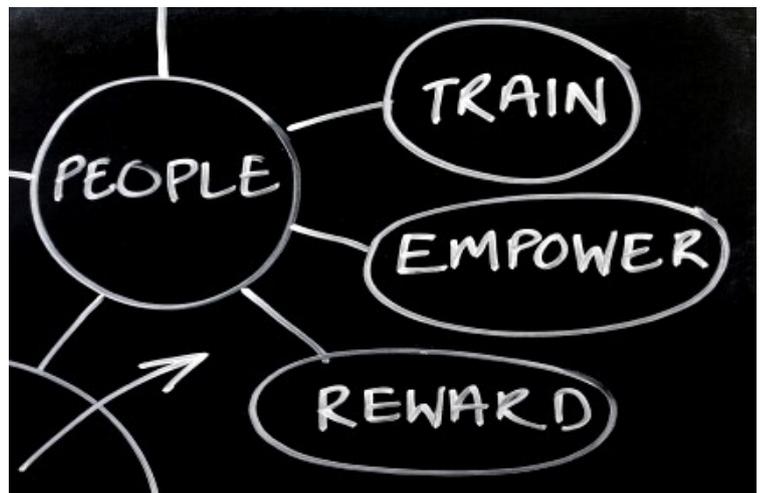
This issue is dear to many as, for example, offering high wages is not always the answer to finding the best employee.

Training is important too, but it may not be easy to carry it out. On occasion, as we are trying to run the business, we just don't have the time to train or even look after our staff properly and efficiently.

We can actually train your employees for you and we will endeavour to train them to be assertive, diligent and efficient at liaising with customers and at pursuing the interest of your company.

This will translate for you in increased productivity, sales and profits.

"Chocoholic in Brewer Street, central London was a large shop selling high quality Belgian chocolates. Turnover was around £105 per day, but the full shop potentials were not claimed by the owner. Just off Regent Street and round the corner from Piccadilly Circus the massive passing tourist trade was not attracted by this kind of shop. Products like selected teas and pottery from Harrogate and cakes from a Portuguese producer were introduced. Within only four weeks, turnover built up to well in excess of £700 per day".**



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SECURITY -

Most of us have mobile telephones and computers but many of you will agree that we only use, and are only confident, with a few of the capabilities and potential uses of such devices, sometimes with as little as 20% only of their abilities. The word 'security' covers a wide spectrum of solutions and it does not have to entail very high costs. We favour very much, for example, CCTVs and some of these can be controlled via your mobile telephone or via your laptop allowing you to check what goes on in your premises while you are away. Any security issue can be detrimental to any business as this can be the cause of losses running into the thousands. A number of solutions can be discussed for your business and these may also include personal surveillance.

"D Chemist in Teddington, Middlesex is a privately owned pharmacy dispensing medicines and relevant health products. Similar to many other chemists the shop was small, crowded, with low stock and poor in security. Shop-lifting and loss of stock was a big issue. Then, when the opportunity came up, the shop was moved to much larger premises next door. We advised the owners on security, shelving, stock control with relevant software and computers and the latest dispensing furniture for smoother and faster transactions. They now employs five staff, their turnover has increased threefold and they can concentrate on running the business rather than being preoccupied with missing stock". **

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INTERNET -

Created around 1960 and now with over 1.7 billion users worldwide it is, today, without a doubt the fastest growing global system of interconnected computer networks. Many businesses have a domain name but to tune up and activate their domain potentials are a different matter. The wrong choice of domain names and subsequent usage is also alarming. Often seen by many as a strange beast, only a few are able to unleash the Internet's full potentials. As mentioned before it can be your source of security solutions but it can also be your advertising page to many millions of readers, nearly completely free of charge. Solutions offered by us are many and these include: domain name search, domain name registration, domain name hosting, optimisation for search engines, web design, development of web-site, advertising, VOIP (Voice over Internet Protocol), video conferencing and remote access security, web tools and much more.

*"A West London business has been involved in Investments since 1991. Their work methodology was to meet people at venues like pubs and restaurants. This was giving very little returns because while the business can yield good profits there was little to show to customers. A new website is not linked to Social Media networks while financial results and returns can be viewed by all concerned. A very moderate investment has increased the business with the acquisition of five new customers over a two months period." **



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PROFITS –

Most businesses have access to an accountant and some have access to a solicitor. Accountants and solicitors are there to provide a service to you and to your business. However they are also running a business and the most important part of their business is to look after it, making sure that their fees are paid. They provide a service but this can vary immensely from one accountant/solicitor to the other. The problem often rests with the questions asked; if the right question is not asked you will not get the right answer. As the owner/director of your company, ultimately you are responsible for the profits or losses that the business makes. The aim, of course, is to make a profit and not a loss. In small or medium size companies what happens often is that the person in charge of a company is so entangled doing a variety of jobs/tasks that, somehow, he/she loses track of what is actually going on and is unable to concentrate on what to do to ensure that the business will move into or maintain a profit. Circumstances change and it is not so easy or one is unable to follow and/or understand them. Our aim is to understand why your business is not making a profit or what can be done to make or increase its profit and to address those areas which will enable you to cut your costs and increase your profits.

A new (to UK) food venture near Clerkenwell spent in excess of £150,000 to furnish their shop. Just over one dozen employees were running the place. Training was scarce and most were looking at each other for suggestions or directions on what to do. Staff knowledge of the products on sale was mediocre as they could not answer customer's queries. Despite the high costs in setting up the service counters, the layout was completely wrong for efficiency and manageability. The business closed down 30 months later. Until the obvious jump at us often we don't realize that small changes could make all the difference between staying in business or closing down.

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Your Personal Workshop

SOLUTIONS -

We can offer you a variety of solutions to help your business perform better and improve your personal skills too. You can ask us to tailor our training to your needs or participate to one of our seminars.

We have designed a 3 hours workshop that will cover important aspects on how to improve sales and profits. Please ask us for details.

Our consultation and in depth review of your business will cost you only £167. We will address and understand for you:

- 1) What changes and implementation are needed to improve your turnover
- 2) What kind of solutions and/or even basic changes are required to attract and maintain more customers.
- 3) What minimum investment (if any) is necessary for these improvements and the correct Media to divulge your name/product.
- 4) Why your competition is doing better than you and what can you gain from their know-how.

If your business is doing well but you would like more advice on security, staff training, the Internet, increase profitability and/or other business solutions (expansion, for example), please give us a call and we will be glad to discuss it with you.

Our charges are based at the rate of £65 per hour with a minimum initial consultation of two hours.

Products and services offered have to satisfy the expectations and demands of our customers. We work with our customers to achieve their goals. Responsibilities and work activities may vary between retail, corporate and commercial businesses.

In a fiercely competitive world, the survivors and winners are those that recognize their special strengths and adapt. But, equally, also acknowledge the importance of partnership and alliances, aware that one alone cannot expect to have the expertise and resources to solve every problems, grasp every opportunity and meet every challenge.

** All Business names have been changed to safeguard the privacy of the owner/proprietor/business.*

