

DOUBLE YOUR PROFITS CONSULTANCY

Case Example – Bate Brand Communications Ltd

batebrand.com

“To date Dave has saved us 30% of our marketing budget and 87% of our advertising budget: based on actual figures from our 2014/15 accounts.”

Bate Brand Communications was founded by Mark Bate, graphic designer and brand management specialist, who felt that small to mid-sized organisations were missing out on effective brand identity programmes, typically supplied by the larger design and marketing agencies.

Mark had decided to move. Originally set up in Oxford and working with City of London clients, he moved the Isle of Wight to de-stress and down-size.

“When I first met Dave, I was beginning to expand again. I had downsized moving from Oxford and had spent some time maintaining relationships with my mainland clients letting them know that I hadn't moved to France and nothing would change. Once they were reassured, I started to increase my Island client base and took on two new staff”



Mark Bate

In Coaching Sessions, one aspect of downsizing emerged as important - the Commitment to Profits. This was a real area of concern for Mark to get to grips with: it was easier in a larger business with more clients when delays and cash-flow dips could be weathered. Being small and responsive to local demand required him to get a lot more active in planning for profits than he used to be. So this needed some change in him – both in attitude and activity.

“Our discussions have led to Bate Brand starting several new processes to encourage and maintain a regular cash flow. Dave was essential in helping to create and implement these. He was aware of the unique business challenges on the Island and advised us accordingly. Together we built a solution that not only worked well for us, but for our clients too.

As time has passed, Bate Brand have developed a new energy to grow the business. This is despite suffering from a fire above their office - the Fire Brigade's water soaked all their stuff so they had to move out for three months! They are much clearer about the clients they want to attract, more energetic in seeking them and seeing a rise in discussions resulting in agreements.

We then started a training course on cold calling by phone to agree meetings with potential clients:

*“I started my telemarketing training with Dave having never done it before. Within one session I was confident enough to jump in and give it a go, and within a week was comfortable phoning cold leads and starting moving them towards a meeting. In 2 months, we have had 4 book our services, have created 16 warm leads to follow up with over time and my telephone manner lead to all 3 incoming enquiries to book a meeting. **Can't thank him enough!**” (Rachael at Bate Brand)*

And new ways to grow are emerging – both in new directions and with relatively inexpensive methods to achieve them: it's very exciting!