

Finding your clients' business focus:

Your deep relationship with your client gives you a unique insight into their business. In return, they rely on you for straightforward advice and constructive challenge.

ARE YOUR CLIENTS:

- Stepping up or growing into their role and need to align their people around clear objectives and business strategies?
- Frustrated they are not growing fast enough or getting the results they want from their marketing, while spending money on new or different tactics?
- So immersed in the day-to-day running of their business that they have lost sight of original business plans and objectives and how to reach them?

You will already be supporting them with a clearer strategy and operational improvements, working alongside them to bring clarity and direction to their business. Alongside that, it may help to add in some subject matter expertise which augments your business advice with a robust, clearly thought-out, actionable marketing strategy.

Our one-day "what your business isn't telling you" workshop works in alignment with the business focus you bring and tailors a marketing strategy to meet it.

Business owners tell us the one-day investment brings a refreshing new perspective and knowledge to their marketing as well as a sense of relief that they can focus their money and resources on what really works.

Coaches tell us they find a day watching and listening to their clients being challenged on their customers' needs and 'back to basics' marketing proposition brings valuable insight and an extra dimension to complement their strategic and tactical work with clients.

“Frustration with marketing comes up often in our Boards. When my clients have brought KPC in, it has given clarity to their marketing thinking which has supplemented the business targets we have set. It's been a useful enabler to my coaching.”

Stuart McCulloch, TAB Facilitator and Coach

For more information on what's included, [click here](#)

To hear how TAB member Phil Cody of Phoenix Footwear benefited, [click here](#)

We are offering TAB members a discounted rate of **£1,500** (normally £2,000).

For an informal chat about how we work alongside coaches speak to Stuart McCulloch, TAB Facilitator or directly to Deborah Kingsley at KPC

Tel: 07764 688360 | Email: deborah@kp-comms.com

KPC Creative Communication | Marketing Workshop | 020 4522 9034 | 2020

