

assist

TEES VALLEY BUSINESS LADIES SUPPORT GROUP

The ASSIST event in November was based around the theme of entrepreneurship. The ladies present were tasked with a brainstorming mission. The mission was to produce a list of tips for ladies in business under the headings:

Networking, Marketing, Sales, Technology & Finance

Many thanks ladies for your help

networking

- 1) Have self esteem, be confident and positive
- 2) Wear something bright to catch attention
- 3) Find a buddy. This can create confidence and open up a wider area of networking groups
- 4) Don't be intimidated
- 5) Practice makes perfect.

marketing

- 1) Understand your target market
- 2) Use every opportunity to speak about your business
- 3) Determine your unique selling points and use them
- 4) Think outside the box

sales

- 1) Understand your customer and work on building relationships
- 2) Know your target markets
- 3) MAN—when selling find the person who has the Money, Authority and Need otherwise you may be wasting your time
- 4) Be persistent but patient. Persevere but don't become a stalker
- 5) ASK for the order, close the deal

technology

- 1) Consider keywords carefully. Use location to reach your target group
- 2) Use Google Analytics to monitor your website. It is a free service
- 3) Carefully consider social networking. Use the sites that suit your business
- 4) Consider using an outside service for Email marketing. Results are measured
- 5) Get stuck in! You're never too old to try!

finance

- 1) Build a rapport with your bank
- 2) Communicate and build relationships with all your advisers
- 3) Avoid "last minute" rushes i.e. tax returns—this could make the service more expensive
- 4) Keep internal records of your cashflow
- 5) Keep your business money separate
- 6) Plan—stop, take time out.

Reminder:

ASSIST Membership is only **£20 per year!** All Tees Valley business ladies may attend two events before committing to membership.

ASSIST is a not for profit organisation

Assist Website

www.assistladiesnetworking.co.uk