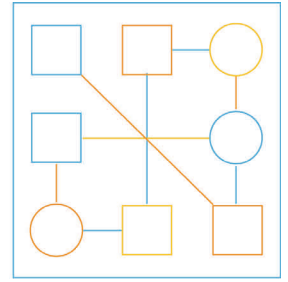


CRAVEN ARMS BUSINESS NETWORK



connecting business in SY7

ALL THE BIZ NEWS FROM CRAVEN ARMS
AUTUMN 2010

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SALES TIPS
FOR YOUR
BUSINESS**

Autumn Network Meeting Tuesday 23 November 2010

Discovery Centre - 5.30-8pm



kindly sponsored by Shropshire Media Group - a collaboration of highly experienced media professionals (including [Des Seal](#) and [Simon Hammond](#)) who've joined forces to promote both quality and value in business media

Presents.....

Reach the parts other media cannot reach!

Online media is becoming increasingly popular as a way to get incredibly cost effective promotion of business, products and services. Larger companies are successfully taking full advantage of this. Come to the Craven Arms Business Network meeting on Tuesday 23 November 2010 at the Discovery Centre (5.30-8pm) and find out how you can make this work for you and hear about some of the great media talent we have right on our doorstep.

You will get a chance to:

- See some of the recent promotional videos developed for our own members.
- Watch a promotional video being made live!
- Have the chance to make a FREE short promotional video - anywhere in the world (but in the Discovery Centre!)

There will also be free food and drink and of course, plenty of opportunity to network with other local businesses.

To book please go to cravenarmsbizautumn2010.eventbrite.com

Want to hold a cost effective PR event but don't want the hard work?

Would you like the opportunity to advertise your business to the 111 and increasing members of the Craven Arms Business Network and benefit from the additional PR which we can generate as a critical mass?

If so, you can sponsor a future Network Meeting or Newsletter. In this way, you can have a share in the benefits of a PR event without having to lift a finger - we'll do all the work for you! We'll design an event to suit your style.

The more sponsorship we can generate, the longer Craven Arms Business Network can continue to provide **FREE** support to it's members.

Interested?

Call Michaela Hardwick on 0121 288 6002 or email at Michaela@cravenarms.biz

Please tell us what you think and what you want from the future of Craven Arms Business Network by completing our short online survey **Just click this button**



Summer BBQ Success

Kindly sponsored by **EPS Limited**, who celebrated their 10 year birthday in July this year.

A great night was had by all, with 35 members of the network in attendance. Yet again, Craven Arms Biz members would not be put off by the weather - typical rainy weather for July! Good job we had an indoor option! The evening was very sociable and the place was buzzing with people chatting and networking.

Many thanks also go to **Wood Brewery** and **Ludlow Distillery** for their sponsorship yet again of the network by providing the liquid refreshment!

Balfours aid career steps



A Shropshire farmer's daughter and former Harper Adams University student has taken another step on her chosen career path. Joanna Griffiths (pictured) has become an Associate with Balfours Property Professionals, following the company's annual meeting. Balfours Partner David Groves, comments: "We are delighted that Joanna has accepted our invitation, she is a true team player and very competent rural surveyor."

Based at Craven Arms, Joanna undertakes estate management for a number of clients and spends two days each week in the North of the county with responsibilities for tenants and residential matters. Joanna explains: "I wanted a rurally based job and really enjoy my work. I have been with Balfours just over a year and it is very rewarding to make this progression."

Another recent promotion for Balfours is Natalie Morton, to Associate. Natalie, who is a fully qualified chartered surveyor, has been with Balfours for the past four years and is based at Craven Arms.

Delighted with the advancement, Natalie graduated from the Royal Agricultural College Cirencester. She comments: "I thoroughly enjoy my work and it makes it all the more rewarding to be recognized in this way."

Balfours partner Paul Segrott says: "We have watched Natalie's progress since she completed her exams several years ago – and she is a great asset to Balfours in the varied estate management work we undertake."

Natalie adds: "I love rural life and working with like minded people. Balfours has entered exciting times with the recent merger with Berringtons of Hereford and I am looking forward to the new challenge that offers too."



Business networks take the lead in planning for future collaboration

AWM, the Regional Development Agency for the West Midlands (which includes Shropshire), we are soon to get a LEP (Local Enterprise Partnership) to replace some of its functions.

Although it hasn't yet been finalised, it seems certain that Herefordshire, Shropshire and Telford & Wrekin will come together to form something called the Marches Enterprise Partnership.

That's a lot of territory for the new LEP to cover and a project called Joined-Up Networks has been set up to try to help businesses over the area find out about each other. The first task is to create an online encyclopaedia of all the business networks in the new combined area and so far they have found over 60 of them including Craven Arms Business network, which is a founding member network. Take a look at www.joinedupnetworks.co.uk and if you know of any business networks that they have missed-out, use the 'contact' link to let them know – they're trying to reach 100 networks across the whole area and across all subject areas or trades.



You will recall that to celebrate his 60th birthday and Wood Brewery's 30th anniversary, Edward Wood decided to go for a bit of a bike ride for charity!

Here he tells us how he got on.....

A motley crew of eighteen nervous and excited cyclists waited to embark on a twelve day adventure from Land's End to John O'Groats.

960 miles lie ahead, months of training behind. We are all doing this for various personal reasons and for many different charities. In my case, the Midland's Air Ambulance which airlifted my son, Jonathan, to North Staffs hospital for an emergency operation following a head injury whilst playing cricket. Without their assistance the consequences could have been more severe. Thankfully he has made a full recovery. I was also celebrating thirty years of business and my sixtieth birthday enroute.

Some of us are experienced cyclists and others, like me, have risen to the challenge with several weeks of intensive training; not easy with the cold hard winter we have just seen.

We set off as a bunch from the start line but soon split into different levels of experience. Drinks and lunch stops are scheduled during the day - and don't we eat and drink, it is difficult to force enough in to compensate for the calories expended. At the end of the day I surprisingly find myself the first to finish - a case of the tortoise and the hare - as some of the speedier guys take wrong routes.

That first day through hilly Cornwall proved to be one of the toughest. My knee was in pain and I was dog tired. However sleep did not come easily with a busy mind, a different room and a change of diet. This settled down after a couple of days.

We now moved into a routine of breakfast at seven and setting off at 8 a.m. after suitable warm up exercises. We also realized that we had a relentless struggle to fight a cold Northerly wind for most of the trip. What happened to those South Westerly's we were promised? The day often finished off at 6 p.m. after anything up to 98 miles in a day.

Following two hilly days in the South West the terrain became a little easier through Somerset, the Welsh Marches and up to Cumbria where the Shap pass had to be negotiated. Scotland, surprisingly was less severe and the scenery was breathtaking in its springtime glory. Fortunately, we had little rain bar a severe storm in Devon, drizzly rain out of Shropshire and a hail storm in Scotland.

The ride proved to be tougher than I imagined, both mentally and physically, but was all the more rewarding for that.

AND TO MAKE IT ALL MORE WORTHWHILE I RAISED £12,000.

My sincerest thanks go out to all the generous people who backed me.

FREE ONLINE ADVERTISING - WHERE ARE YOU ALL?

Craven Arms Biz now has a show case of businesses on the front page of the website as one of the benefits of membership—FREE.

SUPRISINGLY ONLY 2 MEMBERS HAVE TAKEN THIS UP - SEE THEM HERE: www.cravenarms.biz

If you want to take part, then please email a 250 word advert/description of your business and an appropriate photo to michaela@cravenarms.biz

If you haven't yet joined and are an SY7 business then join free at www.cravenarms.biz

Also, don't forget, if you have any news, success stories or offers to make, and want to appear in the next newsletter, email your story and a photo to michaela@cravenarms.biz or call on 0121 288 6002.



Border Vehicle Contracts owner

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Peter Simmons, a business to business sales professional for 35 years has kindly agreed to write an occasional article, sharing some trade secrets on various aspects of sales.

In this series of articles, I thought it would be useful to work through the sales process, so I will start with the dreaded “cold calling”, move through investigating a potential client’s requirements and end with overcoming objections. Do let me know if you would like any other aspects covered.



Cold Calling – the very words scare people half to death but there is no better way of opening up lines of communication. I try to make 20 calls a day. Out of that 20, on average I will expect 10 to prove not be in my target client group. Of the remaining 10 around 7 will give me the name/email address of the correct contact, or put me through. Of that 7, 4 or 5 will tell me when they are next in my market and one will want a quote now. Tell me one other initial contact method that returns those numbers!

The downside is that it’s time consuming - locating prospects, phoning them, logging and actioning them and following up. But to not do so is a waste of your initial investment of time.

Here’s a top 10 of dos & don’ts:

1. Make cold calling part of an overall strategy. Including social media, website, advertising etc.
2. Do a little research beforehand. Googling people or using a Credit Search site can remove non starters.
3. Do it where you are comfortable and away from all distractions.
4. Only do it for as long as you feel energised. About an hour is my limit.
5. Decide beforehand what you want from each call. If you expect an order each time you will be disappointed. My aim is to obtain the basic information to start building relationships with viable prospects.
6. Use the 5 W’s (who what when where why) A sentence beginning with any of these can’t be answered with “No”. Try it! (“How” works as well).
7. Ask for what you want – It won’t just be offered.
8. Agree an action plan, and stick to it.
9. Empathise with the person on the other end – don’t try to impose your personality.
10. Don’t be scared. The worst that can happen is someone tells you to go away and play. This will happen once or twice a year as long as you remain empathetic.

Oh, and one last thing – keep it simple. People don’t want to know how clever you are, they want to know if you can solve their problems.

Of course there is a lot more to the subject, but I hope these few guidelines help – if anyone wants a little coaching on their premises just contact me. I’m cheap!

DON’T FORGET TO FOLLOW US ON TWITTER AT [@CravenArmsBiz](#) and check out our list of other network members on twitter: [Cravenarmsbusinessdirectory](#)