

Good day ladies!



Some of you will remember that I spoke last week at the WIB lunch on the subject of **the Importance of Training in Business** and I hope that you enjoyed it! I, however, must apologise to those of you who attended ... because I had a really bad migraine which stopped me from coming round to talk to you all at your tables afterwards, so I wanted to email you with some ideas (and also email those of you who couldn't be there!).

In the coming week we will be emailing out to you an outline of the **Taster WIB Workshops** and hopefully some of your needs will be met by them to assess the success of your own business. For more detailed training needs I would be happy to discuss a personalised plan for you and/or your organisation. Indeed, if you would like me to carry out a training audit of your business looking at both functional and personal development training needs **email me at susan@susan-hunter.com**.

So why email or phone me?

My **“USP”** is the ability to create bespoke workshops that are 100% focussed on **your** needs. I have been running successful workshops all over Europe and in the US that I'd like to share with you here on the Costa del Sol. So let's get you thinking out the box and consider:

- ***are you focussing on the best areas in your business to maximise your sales and profits?***
- ***are you enjoying what you do?***
- ***can you overcome your own objections, procrastination and negativity about any area of your business?***
- ***are you maximising your communication skills with your clients and your staff to get the desired outcomes?***

If you've answered 'NO' to any of the above, email or phone me with your questions and book a place on my next available 1-day workshop.

Last year I spoke at WIB about **effective communication** . I've been asked when am I organising a workshop on this. Although I cover the aspect of communication skills in the above 1-day workshop, for those of you that are interested I would be happy to organise a half-day workshop for WIB members. Again please **email me at susan@susan-hunter.com** if you're interested in attending and I'll send information to you. .

Let me end with an excerpt from some information from a top sales and marketing expert in the UK, Chris Cardell who is running an Entrepreneurs Summit in London in the near future:

"There's a lot of scaremongering around at the moment about Recession. It's really important that we don't buy into the belief that the media is encouraging, that we're all heading for disaster. We're not. Economic tides come and go and providing you're smart enough to get good at Marketing, you should be able to not just survive an economic downturn - but thrive.

However - and it's a BIG However, we are facing an economic dip and there is one group of business owners who are vulnerable if they don't make important changes.

That group is anyone who sells to people for whom Price is the driving factor in their buying decision - and who tries to please those customers by offering the cheapest price.

Here's the problem with that model.....

People who want to buy the cheapest, often regardless of quality, are generally those with the least money. That's just how it is. Unfortunately, people with the least money are the first and worst hit group in a downturn. When the credit crunch hits, they stop buying everything except essentials. That can leave you dangerously exposed.

I am continually telling my Wealth Mastermind and VIP Inner Circle Members that they MUST have at least a section of their business that sells to the Wealthy. It's one of the most secure ways to recession-proof your business.

I'm not just referring to consumers. If you sell to businesses the same distinction applies.

Marketing to the Wealthy is very different from Marketing to the masses. That's

why this is going to be one of the areas of focus at my three day Entrepreneur Summit this year.”

Visit Chris Cardell's website for information on his Entrepreneur's Summit.

I just wanted you to read that here so you can consider how does that affect where you're at with your business at the moment? If you can't go along to London, think about attending either one of the **WIB Taster Workshops** (email to follow) or **email me at susan@susan-hunter.com** if you're interested in attending one of my workshops. Be there or be square! I look forward to hearing from you.

Ciao
Susan