

Enterprise Initiative



Your Business Pre-flight Check

...yours completely FREE as a new Commercial Business Customer



in collaboration with:



East Anglian Enterprise Initiative

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Pre-flight Check – worth £197.00...

...yours completely FREE as a new Commercial Business Customer

Starting a new business is an amazingly exciting time. You have the chance to start your own enterprise, direct the business as you feel best and experience the rewards of well-deserved success. However, starting a new business requires good planning, solid knowledge and an opportunity to get sound advice from others who have walked the same path before you.

Most of all, it's absolutely vital that you've done all your 'pre-flight checks' to make sure that you and your business are ready for lift off.

Knowing what you are going to offer and deliver to your customers and clients, be that as products or through services, is only one part of the overall picture. It is equally as important to be clear about how you will market and sell what you have to offer. In fact, being really clear about your approach to sales and marketing is absolutely vital if you want your business to succeed and flourish.

As part of the **PUSH to PLAY** Enterprise Initiative, you have the opportunity to benefit from sound professional and independent advice to help you be completely confident that your business is ready to start.

Pre-flight Check is a simple review process that helps you to look at your new business, with a focus on your sales and marketing strategy. By working through a simple but effective audit questionnaire, you'll be able to check off each area of your sales and marketing planning.

You also have the benefit of a qualified and experience Business Advisor to review your plan and ensure that you are using the most effective and appropriate methods and tools available to business owners today.

Good initial planning like this is essential for every new business. It helps ensure that you have the right strategy, tactics and knowledge in place to give your new enterprise every chance of real success. It will also help you significantly cut your learning curve and potentially save you thousands of pounds wasted on ineffective sales and marketing spending.

How does it work?

1. Visit www.PUSHtoPLAY.co.uk to check terms and qualifying criteria
2. Contact **PUSH to PLAY** team on **0843 289 4320** to book your Pre-flight Check
3. A Qualified Advisor will review the suitability of this service for you
4. You will be sent the documentation to complete and return
5. An Advisor will contact you to arrange your review appointment
6. Meet with the Advisor (or this will take place via telephone)
7. You'll get practical advice and recommendations to start working on straight away
8. If appropriate, your Advisor may also recommend other services that are optional

This offer is only available to new and existing commercial account customers and is offered after initial qualification. There are no charges or fees for this service and no obligation to buy additional services.



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Five reasons why you should grab this opportunity with both hands:

- 1.** Starting a new business is exciting but can be a risk; an objective review is an ideal way to be clear about how you're going to make it successful.
- 2.** Gaining advice from professionals with solid expertise and proven track record is a great way to reduce the time spent learning how business really works.
- 3.** If you want to accelerate your growth, especially in the early stages of your business, you need to base decisions on *evidence* and not *assumption*.
- 4.** In a tougher economic climate, gaining any sort of competitive advantage is vital – it can help you steal the lead and ensure your customers are not going somewhere else.
- 5.** Through this Enterprise Initiative, you will gain effective help and support with no upfront costs and no obligation – you have nothing to lose!

“Many thanks... you helped me realise how important it is to focus on my approach to sales and marketing; it's paying off already” Steve Wright Photography

Terms & Conditions

PUSH to PLAY and the **Pre-flight Check** are East Anglian Enterprise Initiatives and provided by an independent and external specialist. All information discussed in your review remains completely confidential and **will not be** disclosed to any third party.

Pre-flight Check is an advisory service only. Best advice is offered without prejudice and based on the information supplied by the client. No guarantee of success, performance or results from sales and marketing is given or implied and all Audit Checks are offered on acknowledgement of this.

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