



## Extra Persuasive

I've been in the South of France the last two weeks, where there is much less concern over "le credit crunch" than in the UK. So much so, they still take their 2 hour lunch breaks even in winter. Overall, it's a more evenly paced business culture with a great optimism about the coming year. Their SMEs haven't embraced easy credit for business or mortgages as their "banque" lending policies remained draconian.

In the UK, we are faced with a far more unpredictable future.

Like it or not, survival for all companies (not just the entrepreneurial ones) means moving out of comfort zones and making damn sure our businesses are more visible and viable than ever before.

The run up to this Christmas is tough going for many SMEs with the big kick in sales coming on now (hopefully). To gauge how well companies in general, are addressing this you just have to look at online adverts (Google Adwords) for selected industry topics (e.g. holidays, cars, pole dancing, etc) to see which companies are really working their advertising. Their adverts are slick worded, punchy, relevant and constant to reach out to a wider but more cautious audience.

Reaching out is not just to your "ideal prospects" as there are many shades of "prospects" with many shades of needs and wants. The trick when targeting is to be more creative with your wording, using a budget capable of handling the extra clicks you'll get from the wider range of opportunities. The more people who see you, the more likely sales should happen. They will also be searching earlier. Last year, some SMES recorded plenty of clicks on Christmas day as people got bored with TV repeats.

We also describe prospects in terms of hot, warm, cold, ignorant and so forth, which overlooks their own decision processes, politics and budget constraints. Prospects doing the searching aren't always the "boss or decision maker" so unless the "boss" sees and values your offering, you may get the click (from the prospect) but not ultimately the sale (from the boss).

Your online proposition has to be irresistible to both prospects and bosses the instant they set eyes on it and some marketing input can give you that extra persuasive edge to the value of your web page. Tweak what you've already got and do it now. There's still time to get your Home page (at least) up to speed.

The first two weeks of New Year are a period of contemplation for many companies as they plan the next 12 months ahead. Your post-New Year's offering should carry a positive message that gives the perception that you're riding above the credit crunch and are worth their attention. This is easier and quicker to do than you might think because the internet gives you the tools to make it happen.



To get on and keep on prospects radar and convince the bosses, call me

on: **01925 262800** or email [gerryw@flyingveemgt.co.uk](mailto:gerryw@flyingveemgt.co.uk) or see our website at: [www.flyingveemgt.co.uk](http://www.flyingveemgt.co.uk)

Be prepared. Be persuasive. Make it happen.