

www.essexbusinessclub.org.uk

Welcome to CONNECTING, the August 2009 newsletter of Essex Business Club

We're looking forward to

September 1st, when we'll be welcoming Peter Wognum CEO at Biz4Green Limited, who'll be explaining how Corporate Social Responsibility could have an impact on you and your business. CSR is the acknowledgement by companies that they should be accountable not only for their financial performance, but for the impact of their activities on society and/or the environment. Peter's philosophy is that going green makes good business sense, no matter how big or small you are, so his talk may just change your business ethos for the better.

We'll also be looking at ways of preparing for success when it comes knocking in an interactive workshop with Chairwoman Hazel Walker.

As usual, there'll be plenty of opportunities to network and if you've got a business dilemma, we have help support and advice at hand. A warm welcome awaits you at **Moulsham Mill at 7.30pm on Tuesday September 1st**.

What we enjoyed at our July meeting was a fascinating presentation on buying behaviour and processes by Mark Brown from Emarby Consulting. Mark is a trainer and facilitator specialising in the B2B sales, B2C sales, people management, training and facilitation, team dynamics and inter-communications.

He demonstrated how to categorise a buyer's behaviour so that you can respond appropriately. Through a series of exercises he helped us to decide which of the four types we most closely resemble: Earth, where we're likely to want to retain control of the buying process, Air, where we'll want to know the minute details of whatever we're buying, Water, where we'll want to establish strong rapport with the salesperson before we part with any money or Fire, where we'll want to tinker with the product, play with it, test it before buying.

The exercises proved hugely enjoyable and, more than that, we all picked up seriously useful tips on buying behaviour and how to pitch our sales patter accordingly.

TALK TO US!

Would you like to make a 30-minute presentation to Essex Business Club members? If you have some information that small business owners will find useful, helpful and interesting, please let us know – we want to hear all about it. Contact hazel@redbirdcoaching.co.uk or geraldinep@midsexenterprisecy.co.uk

SHARE YOUR NEWS

If your company's launching a new product, if you've hit your sales targets for the fourth month in a row, if you've just cracked a major turnover target, if you're expanding, if you're moving into new accommodation, if you've just won a fabulous contract, let us know and we'll be happy to pass on the good news in Connecting.

Email hazel@redbirdcoaching.co.uk or geraldinep@midsexenterprisecy.co.uk

Next up

Tuesday September 1: Run leaner, meaner and greener is Biz4Green CEO Peter Wognum's personal mantra and he has all sorts of new insights on how corporate responsibility can make your business a better place to work.

Tuesday October 7: How TWEET! Suzanne Bolwell-Davies of Flexible HR Ltd will share her knowledge of Social Media like Facebook, Twitter and YouTube and how it has helped her business and can benefit yours.

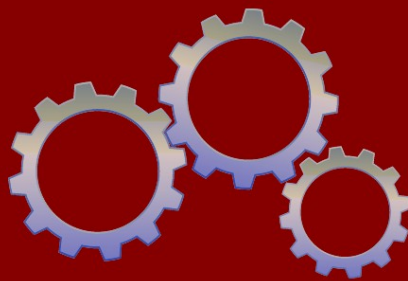
Tuesday November 3: My lords, ladies and gentlemen: a toast for public speakers and, particularly, for Toastmaster Trevor Jones who will explain why joining Toastmasters can enhance your business.

Tuesday December 1: THE ULTIMATE QUIZ NIGHT. Test your knowledge, tease your memory, tickle your tastebuds at our Christmas quiz night. If you have the IQ of a genius you'll find it hard work, but if you have a head full of snippets of information, you'll be on fine form! To book a place or reserve a table for your team contact geraldinep@midsexenterprisecy.co.uk. Cost is £5 per head, nibbles provided.

Bring a guest: the EBC member who brings along the most guests who join up wins FREE annual membership. Round up your friends and bring them along – they'll be very welcome.

We meet first Tuesday of every month except January and August. Schedule: 7.30 News and Guest speaker 8.15 Networking and tea/coffee 8.45 Member presentation and /or EBC workshop. 9.50 close. Membership is £30 a year*

*£30 subscription applies to companies with 1-15 staff. Subscription for companies with 16 or more staff is £60



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