

## Business Evaluation packages

PACKAGE	PROCESS & OUTCOMES	RESULT	FEE
INSIGHTS	A <b>focused business diagnostic</b> by phone/skype or on-site whereby we (1) discover what's in the gap between where you are now and where you want to be with your business, and (2) identify solutions, along with the training and support requirements, to improve your marketing and sales performance.	<i>DIAGNOSTIC CONSULTING MARKETING &amp; SALES STRATEGY</i>	£195
STARTUP	A phone/skype or on-site consult for people looking to start a <b>new business</b> who need help clarifying and focusing their overall business vision & strategy, putting together a business plan, marketing plan and financial forecast, and/or applying for a loan of £1k to £25k per business partner.	<i>BUSINESS PLAN &amp; MARKETING PLAN CASHFLOW FORECASTING/ TAX INSIGHTS</i>	£250
WEB KICK	A thorough website review by initial email questionnaire to prompt/understand needs and then skype/phone consult. Includes detailed review of existing website or planned spec & full digital marketing analysis in relation to target market, brand image & positioning, marketing & sales processes, customer relationship management and skills audit.	<i>WEBSITE/ONLINE REVIEW INSIGHTS MARKETING &amp; SALES IMPROVEMENT</i>	£350
VIP	<b>Most popular in 2015.</b> An intensive full day workshop working directly with Jay Allyson in small group (max. 10), focusing on customised growth strategies with practical support for planning out a strategic biz growth blueprint that optimises your marketing, relationship building and sales. Based on our iSuccess 7X Formula: Purpose, Profitability, Positioning, Branding, Pricing, Systematising & Scaling.	<i>BUSINESS TRANSFORMATION WORKSHOP TRAINING + MENTORING</i>	£495
BUILD	For new business owners (0-2 years) who need support with growing their customer/client base, includes expert input on marketing, competitor analysis, brand positioning, pricing structures, campaign planning, PR/advertising. Follows the Startup package with continued focus & accountability through mentoring and development support. (Application to GrowthAccelerator programme and/or a non-exec director arrangement can also be requested.)	<i>MARKETING STRATEGY COMPETITOR ANALYSIS</i>	£495
BOOST	For <b>busy business owners</b> looking for growth, this flexi-package delivers fast impact. Support is delivered on-site & off-site and can be spread over days or weeks to suit timescale for improvements. We identify growth/sales needs, plan strategically and support fast implementation in your key priority areas. (A non-exec director arrangement can also be requested.)	<i>MARKET RESEARCH/ EVALUATION FOR GROWTH, WEBSITE REVIEW+ MENTORING</i>	£995
DEVELOP	A website development service for new business or site redesign, including 'Insights' and 'Web Kick' evaluations, business strategy consult, platform setup, branding/lead magnet, target keyword research/SEO to attract, engage & convert your ideal clients/ customers. Includes web structure & design & social media setup. e-Commerce can be added for an additional fee.	<i>DIGITAL MARKETING REVIEW, WEBSITE SETUP including design, graphics, email, social media &amp; analytics integration</i>	£1995