



Marketing mentoring & coaching offer

Whatever stage your business is at you may sometimes feel you need an injection of ideas and advice to boost your results. Spending time with a professional marketing coach and mentor will leave you re-motivated, with a clear plan of action. You decide up front what aspects you want to focus on, which might include:

- **Marketing strategy** – are you focusing on the right things to drive your business?
- **Differentiation** – how do you ensure your business stands out from the crowd?
- **Segmentation** – what is your customer niche? How well do you understand their needs?
- **Pricing** – does it reflect the value you provide? Are you pricing to drive revenue or boost profit?
- **Customer satisfaction** – how easy are you to do business with? Do you deliver real value – and do your customers know what it is?
- **Attracting new business** – reaching new audiences, developing new products.
- **Getting your message across** – maximum results for minimum spend.

Special offer: 6 hours of coaching for £500*

The initial consultation is free of charge. If you then sign up for a block of 6 hours coaching you can get one hour free (worth £100). Or you can pay as you go - marketing coaching is completely flexible to suit you. Coaching sessions can be taken in blocks of one or more hours, face to face or over the phone as required**. You may even be eligible for a leadership training grant from **Train to Gain** (ask for details).

“My objective was to analyse my market to gain new business. Sharon helped me achieve this by showing me the correct marketing strategies. I would definitely recommend her services to others”

Christian Linden-Bauer, MD Linden Bauer (bespoke joiners)

Professional expertise



The Purple Edge is run by Sharon Wilding, a Chartered Marketer with a Masters degree in marketing and over 20 years wide-ranging experience in industry. She brings a wealth of practical experience in marketing to your business, applying big-business ideas and discipline to small and medium companies to deliver great results.

See www.thepurpleedge.co.uk for full details, or phone for a **free** consultation: **01227 456143**



* Prices quoted excluding VAT at 17.5%.

** Fees are payable in advance. Sessions to be completed within 6 months. See website for full details.