

# Making the leap

Key ingredients to win...

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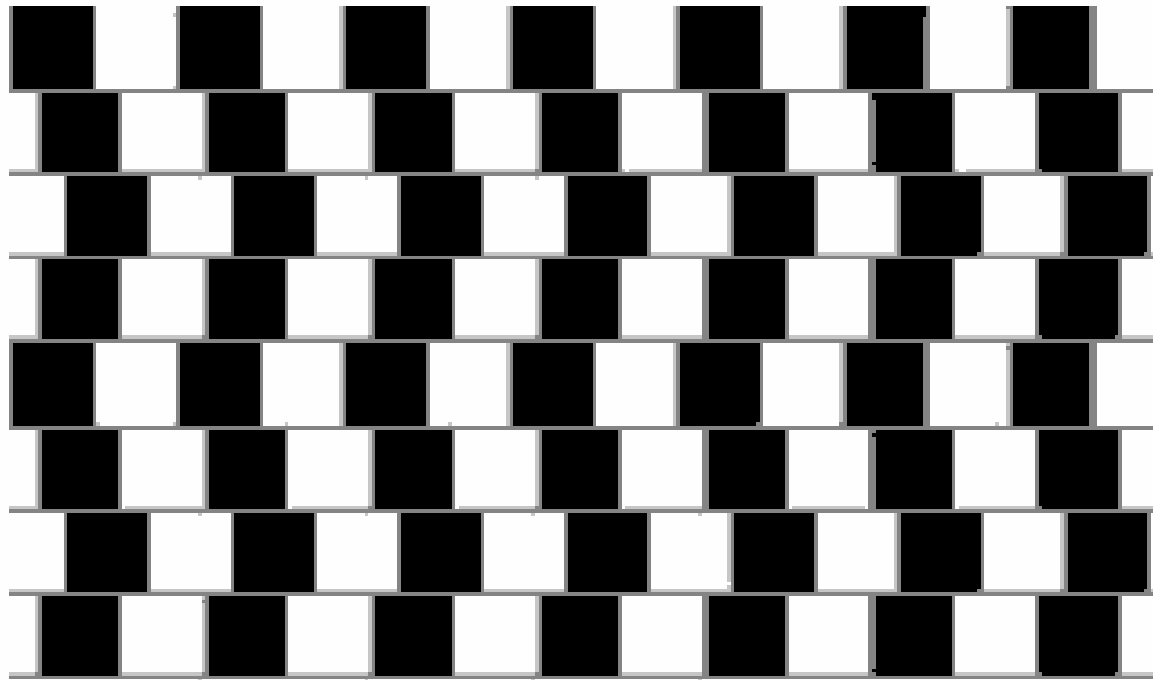




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Are the lines horizontal or sloping?



Making the Leap



T: 01392 248548

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## Myths

- 🌱 My business is too small
- 🌱 I have not been trading for 3 years
- 🌱 My turnover is not high enough
- 🌱 It is too complex
- 🌱 It is all about money
- 🌱 I don't know them so I'll never win



## So you are here now...

- 🌱 At the starting block
- 🌱 weighing up the risks
- 🌱 visualising a way through
- 🌱 considering
- 🌱 deciding...



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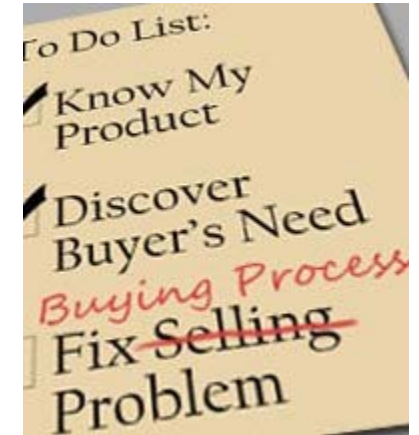
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## Key ingredients

- 🌱 Awareness of opportunities
- 🌱 Is your business tender ready?
- 🌱 Express interest as soon as you can
- 🌱 Know the process
- 🌱 Understand your buyers needs
- 🌱 Make relationships
- 🌱 Plan backwards from the deadlines



## First Impressions



### First Impressions are Everything

A visitor to your website will decide whether or not to stay within **8 seconds**.

As many as **50%** of users bail after just a glance.

Users are asking themselves:

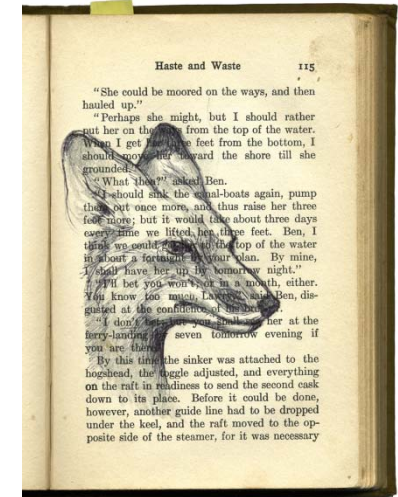
“Am I in the **right place**?”

“Does this place **match** what I was hoping to see?”

Can I **find what I wanted** or click away immediately?”

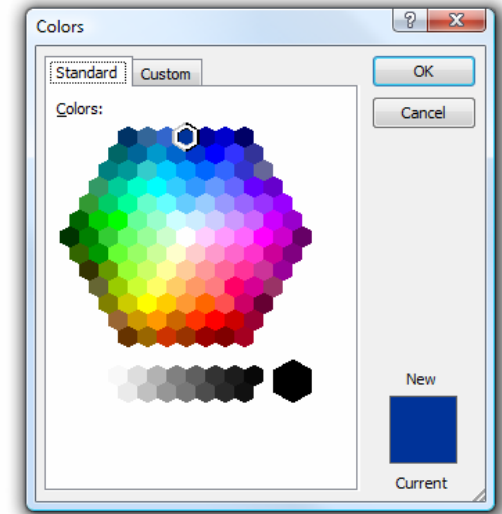
## Relating through paper

- 🌱 What are your buyers needs?
- 🌱 What messaging is being delivered?
- 🌱 What emotion can you detect from the document?
- 🌱 What image do you wish your buyer to portray of you?
- 🌱 Create it and deliver....



## More Tips for Success

- 🌱 Relate to your buyer
- 🌱 Use imagery
- 🌱 Use colour
- 🌱 Be creative when you are restricted
- 🌱 Manners are great!
- 🌱 Identify key themes and mirror back



## Common Pitfalls

- 🌱 Assumption of knowledge
- 🌱 Deadlines
- 🌱 Time
- 🌱 Supplier instructions
- 🌱 'It's just a paperwork exercise'
- 🌱 Cut & Paste



## Compete to WIN

- 🌱 Focus
- 🌱 Bespoke to fit need



- 🌱 Risk v. Reward



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