

Sales & Marketing

Whatever your sales and marketing need, UKBA™ is able to provide the person with the right skill set to support your business.

Sep 09 New Release: Marketing-Simply - A Guide to Marketing for SMEs

This guide sets out to help SMEs understand all aspects of Marketing. It is deliberately written in an easy to understand way with a minimum of jargon. It is the sort of book you can dip in and out of to understand a particular issue or simply get more information.

With such a big subject it is impossible that all aspects for all markets are covered in this e-book. However we have brought together some of the world's acknowledged experts in their field to write about topics within marketing that affect SMEs.

Use the form below to receive this e-book directly to your email.

What Makes A Successful Sales Person?

The diagram below is representative of the areas where we are able to provide business support:

A recent survey suggested the difference between a poor and successful sales person was how they spent their time as follows:

Poor Sales Person:

Successful Sales Person:

Other contributing factors regarding success included:

- Lack of manager feedback or help for sales teams
- Poor sales call quality and inadequate monitoring
- Weak or cumbersome sales reporting systems
- Training that was seldom reinforced or properly coached in the field

Direct Marketing has to be the most exciting area of marketing.

The results of a winning mailing are truly rewarding. Few things can compare with opening your mailbox to find a flood of emails or envelopes filled with orders and cheques made out to you! And if you can increase the response to your offer by just a fraction of a percent, you can turn a slight profit into greater profits.

Subscribe below to our weekly marketing tips.

Not all of these techniques will work for every mailing you create. The key is to review the techniques whenever you're planning a mailing. Pick the ones that apply to your situation and put them to work. Your bank account will be glad you did!

Call us today to find out how we can help your business grow.