

## Southern Group Business Advisors - SGBA

SGBA™ is a group of experienced business professionals operating primarily in Dorset, Surrey, Hampshire and Sussex.

The group comprises a small team of locally based business managers who between them have wide-ranging skills and experience.

The one thing they have in common is that they have all been successful in business and can therefore contribute something of tangible and practical benefit to client businesses.

You will see from the details below, that between them they cover the types of assistance required by most businesses, whether they are a manufacturer, a technology company or a service provide:

t: 0333 444 8522

e: [info@sgba.co.uk](mailto:info@sgba.co.uk)

w: [www.sgba.co.uk](http://www.sgba.co.uk)

### NEW SGBA Blog

#### Business Development & Strategy: Shaun Brailsford

Shaun is a highly experienced strategic thinker who has the ability to provide practical action-based business solutions to Managing Directors and owners of SME(s). His skills were originally gained in the fast paced and dynamic environments of international publishing - national daily newspapers and magazines, new media and recruitment; and have subsequently been honed in business consulting. Shaun's key skills set includes business planning, coaching and mentoring, client relationship development and sales and marketing. His years of business experience have been characterised by profitable growth and exceeding client objectives.

### References & Case Studies

### Latest News

### Free Breakfast Workshop:

#### Customers and Cash ... how to get more of both!

Wednesday June 30th - 07:30 for 08:00

Fontwell, West Sussex

Tell me more!

Process Analysis and Improvement: Paul Bryson

Paul has a proven track record of using process analysis to produce pragmatic, achievable business solutions, making best use of existing resources to ensure an organisation's resources are fully utilised. He has a Masters Degree in Business Administration and a post-graduate diploma in Knowledge Management, but his main strength is working with organisations to produce solutions that meet current and future business needs, then managing the implementation to ensure business continuity.

Marketing: Tim Jenner

Tim has been helping fast growth companies grow in challenging circumstances. He has ten years SME company owner experience, and has grown and sold the companies he has owned. He has ten years senior level in corporate environment, which has enabled him to use corporate growth processes and disciplines in small companies. He specialises in hands on sales and marketing activities, and has financial skills to ensure growth is profitable, and downward growth is transformed to profitable growth. He has helped business owners buy back a majority share in a business, which they lost due to variety of very valid reasons, and has successfully sold businesses for business owners.

Sales: Ian Thomas

Technical problem solving in sales organisations both in the UK and overseas. Development of sales teams. Sales Trainer. Industrial Pumps and Filters, Pharmaceutical, Food and Beverage Industries, Medical Devices, Environmental Technologies, Electrical Wholesale.

Marketing: Bob Francis

Bob's expertise in helping companies comes from many years spent in the Process and Manufacturing industries. Starting with a degree in engineering he worked as an engineer on many projects from aerospace through petrochemicals to electronics. During this period he qualified as a Chartered Engineer. Moving on to hi-tech marketing he developed tools to help companies understand how they gain significant improvements from their sales force. (One client

experienced a doubling in turnover in two years) Bob has helped clients including IT companies, professional practices, manufacturers, retail and wholesale businesses gain sustained profitable growth through developing sales and marketing. He has lectured on all aspects of sales and marketing and is a Fellow of the Chartered Institute of Marketing. He has recently delivered seminars and workshops on Tendering for SMEs.

#### Coaching & Training: Deb Herbert

Deborah has worked as a training and development professional for nearly 20 years. Her people development expertise is built upon a successful commercial career in Marketing Research and Finance. Deborah's approach to training and development is that learning is a facilitated process and she delivers her people development activities with energy, enthusiasm and commitment. She has a relaxed and friendly style which encourages maximum involvement when working in groups or in one-to-one coaching. Specific areas of expertise are designing tailored solutions to meet specific business issues in both SME's and blue chip organisations. However, Deborah also has wide experience in the design and delivery of personal and management development workshops and customer service. Deborah is a qualified business coach and plays a key role in challenging and supporting directors and managers to achieve their business objectives.

#### Financial Management, Corporate Finance: Peter M Johns, FCA

A Chartered Accountant with 35 years of experience building and managing efficient finance functions to support business owners and managers with a focus on useable financial reporting, cost control, accountability, value for money and the use of KPI's. Preparation and negotiation of financing or re-financing deals for start-ups, expansion and cost savings.

#### Project Management: Geoffrey Steward

After an early career in electronics research, Geoffrey was appointed Projects Manager in the UK for a major international electronics company, encompassed hospitals, hotels, leisure and shopping centres. New challenges followed, in part owning and managing a number of SME's, one of which was successfully launched onto the London Stock Exchange. The industries covered included medical systems and services, biotechnology and disabled access equipment. He brings to client companies broad managerial experience, and project management skills, together with specialist knowledge of the Disability Discrimination Act and its implications for SME's, both as employers and providers of goods and services to the public.

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

### Business Assessment

Who is this for?

A Business Assessment is a comprehensive, objective review of a business to help the owners and managers to identify actions for improvement.

This is suitable for all types of businesses and can assist with planning, strategy reviews, marketing plans and many other business development areas.

What results should you expect?

The aim of this Assessment is to deliver a detailed analysis and comprehensive action plan that can be easily implemented. The written report can be used by the management of the business to change and develop each area to help achieve its goals. The report also provides a SWOT analysis and Scorecard.

Areas that could be covered

The Assessment will cover some or all of the following areas:

- Business planning and resources
- Strategy and Vision
- Financial Strength and Control
- Products and Processes
- Marketing and Customers
- Quality
- People
- Action Planning

The Business Assessment provides a low cost, low risk, high value solution with no further obligation. Contact us now to book your Business Assessment.

To find out more, please fill in the form below:

### The 7 Touches Marketing Programme™

Who is this for?

Companies who have one or many of the following issues:

- Static or declining turnover
- Limited room to expand in existing markets
- High exposure to a small number of large customers
- Good early growth but now want to move to the next level

What results should you expect?

The aim of this programme is to deliver profitable growth where little exists currently. This could be in existing markets or to expand into new markets. This programme can also be used for launching new products or services and for virtual or e-marketing.

Areas that could be covered

The programme will target some or all of the following areas:

- Goals and Objectives
- Product/service analysis
- Profitability analysis
- Target markets and ideal customer definition
- Marketing activity
- Sales channels and process
- Resource requirements
- Action Planning

Methodology

The programme is split into phases, each of which has a specific output that has value in its own right. The outcome to Phase 1 is a marketing action plan designed to communicate with the target market with the Seven Touches required to take a prospect through the process to becoming a customer. Subsequent phases implement the action plans developed in phase 1 using a combination of internal and external resource to do the work and to manage and monitor progress against the original objectives. There is no obligation to continue after phase 1 although maximum benefit will be obtained after subsequent phases.

Contact us now to book your 7 Touches Marketing Assessment.

To find out more, please fill in the form below:

Individual and Team Coaching

Who is this for?

Managing Directors and/or Owners of companies and their Directors who want to increase their performance and develop their skills and confidence on a one-to-one or team basis.

What results should you expect?

Typical coaching areas include:

- Identifying goals to move the individual and business forward
- Focusing on how to achieve those goals
- Engaging the individual in the specific leadership challenges he/she faces
- Identifying what an individual wants and needs from their role
- Helping new directors to assimilate and achieve business objectives

Areas that could be covered

The programme will target some or all of the following areas:

- Goal setting
- Action planning
- Personal development
- Delegation
- Management style and techniques

- Leadership and motivation
- People management

#### Methodology

This programme can be delivered to teams or on a one-to-one basis using real examples from the workplace.

Phase 1 – discussion with MD and others involved to identify objectives of the Coaching programme

Phase 2 – develop programme using appropriate modules listed above tailored to meet needs of organisation and/or individual/s

Phase 3 – deliver programme over agreed timeframe

To find out more, please fill in the form below:

#### Customer Service Programme

Who is this for?

Any organisation or individual/s wanting to improve the quality of service they give to their customers.

What results should you expect?

At the end of the programme individuals will be able to:

- Define their internal customer network
- Understand the importance of giving excellent customer service
- Identify and apply quality customer service skills in the workplace
- Communicate effectively with external customers
- Negotiate successfully with their service providers

Areas that could be covered

The programme will target some or all of the following areas:

- Who are our customers?
- Internal vs external customers
- What is excellent customer service?
- What skills are needed?
- Communication skills
- Negotiation skills
- Assertiveness
- Dealing with 'difficult' people
- Dealing with complaints

#### Methodology

This programme can be delivered to groups or on a one-to-one basis using real examples from the workplace.

Phase 1 – discussion with MD and others involved to identify which aspects of Customer Service need development

Phase 2 – develop programme using appropriate modules listed above tailored to meet needs of organisation and/or individual/s

Phase 3 – deliver programme over agreed timeframe

To find out more, please fill in the form below:

#### Performance Management Programme

Who is this for?

Managing Directors and/or Owners of companies who want to improve the performance of their staff.

What results should you expect?

At the end of this programme individuals will be able to:

- Identify performance requirements
- Set effective objectives
- Measure performance against objectives
- Manage under-performance and high achievers
- Develop an effective performance management process

Areas that could be covered

The programme will target some or all of the following areas:

- Objective/task setting and delegation
- Communication skills
- Giving effective feedback
- Appraisal process and paperwork
- Roles and responsibilities in performance management
- Personal development planning
- Succession planning

#### Methodology

This programme can be delivered to teams or on a one-to-one basis using real examples from the workplace.

Phase 1 – discussion with MD and others involved to identify which aspects of Performance Management needs development

Phase 2 – develop programme using appropriate modules listed above tailored to meet needs of organisation and/or individual/s

Phase 3 – deliver programme over agreed timeframe

To find out more, please fill in the form below:

## Project Management Programme

Who is this for?

Managing Directors and/or Owners of companies and their Directors who want to develop their Project Management skills in planning and managing projects resulting in successful solutions.

What results should you expect?

At the end of this programme you will be able to:

- Describe the key stages in an effective Project Management process
- Set realistic objectives and deadlines
- Identify and use appropriate planning tools
- Use resources effectively to achieve project goals
- Measure the project benefits

NB This is NOT a technical programme

Areas that could be covered

The programme will target some or all of the following areas:

- Project management framework
- Planning tools – Gantt charts, Critical Path Analysis
- Cost/Benefit analysis
- Risk assessment
- Project management vs. line management
- Delegation
- Team roles and development
- Effective communication
- Benefits assessment

Methodology

This programme can be delivered to teams or on a one-to-one basis using real examples from the workplace.

Phase 1 – discussion with MD and others involved to identify which aspects of Project Management need development

Phase 2 – develop programme using appropriate modules listed above tailored to meet needs of organisation and/or individual/s

Phase 3 – deliver programme over agreed timeframe

To find out more, please fill in the form below: