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HAMILTON BRADSHAW
Investing in people with passion

We can help
achieve goals –
but how do we
find customers?



James Caan

Dear James,

I work for a young, small change management agency. We help companies achieve their goals by implementing new strategies. But most companies only recognise our value after we have done our work. How can we grow, when it takes a certain type of leader to admit they even need our services?

Spencer

Getting leads can be tough, particularly for your type of business, but there are steps you can take to get more customers.

You need to get yourself in front of potential customers. Referrals are an excellent method, but being proactive is the key. Look at industries you feel may have the most need for your services and get yourself in trade-specific magazines. Think about what is special about your service, and where you can add value. How about using testimonials?

Consider creating a monthly newsletter to spread messages to potential and existing clients. Publish regular and relevant pieces to provide company opinion on the latest news. Make use of social media.

You could start a LinkedIn group and invite other agencies to join.

You also need to show individual companies why a change management agency is required, so you should know every detail of their strategy. You need to analyse every bit of the company and point out areas where they could be doing better.

Finally, networking is still one of the best ways to make contacts and discover new business opportunities.

■ *For the full article and news of James Caan's free app, go to standard.co.uk/askjames. His book, *Start Your Business in 7 Days*, is out now.*