

**Client:** Hamilton Bradshaw  
**Source:** Evening Standard (Main)  
**Date:** 23 September 2013  
**Page:** 48  
**Reach:** 701917  
**Size:** 121cm2  
**Value:** 8028.35



**HAMILTON BRADSHAW**  
Investing in people with passion

## How to track down clients when you are starting up

**Ask James**



James Caan

*Dear James*

**What is the best way for a start-up to contact potential clients to showcase its services?**

*Mark Bridges*

ONE of the biggest struggles start-ups face is getting hold of clients and decision-makers. You may not have a track record or brand to fall back on, so it can become a case of cold calling.

The first thing is to ensure you understand everything about the company you are approaching, and who the right person is. Look at the different ways you can get hold of them. Are you attending the right networking events such as trade fairs? Look at other people within the department and see if there is some way an introduction can be made.

LinkedIn has been a game changer in the world of business. Perhaps you can make an initial introduction through this platform.

Reaching a receptionist or PA isn't a terrible thing either. Respect them and their process; after all, they have their own job to do. If you can build up a rapport, you drastically improve your chances of reaching the decision-maker. At the very least, you should glean important information about the company.

It's important to approach clients with the right mentality – rather than being overly salesy, you should see yourself as a problem solver. If you have done your research correctly,

you will know how you can add value to the company. Approaching it this way will relax you as well as making the client more receptive to what you are saying.

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