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HAMILTON BRADSHAW
Investing in people with passion

I've had some really amazing feedback, but sales are elusive



James Caan

Dear James

I have tried and failed in business before – despite getting amazing unsolicited feedback. I'm starting again aged 55 with the Government's New Enterprise Allowance. I've read that good marketing wins sales but I've worked for companies that spent millions on TV ads and had limited sales. How do I win sales?
David Morgan

become an attractive proposition to any potential customer.

Finally, look to find a mentor who has the experience to help you. Somebody experienced who can offer you impartial advice can be invaluable.

■ *James Caan is looking for top talent in the recruitment space. Find out more at www.recruitmententrepreneur.com*

First, David, I would like to commend you on getting back up. Every entrepreneur suffers failure at some point, and the important thing is how you recover.

As chairman of Start Up Loans, I have seen entrepreneurs of all ages launch successful businesses. They all had one thing in common – passion for what they were doing. If you believe in your idea and allow this to come across when pitching, customers will be more receptive.

Central to any sale is understanding the customer. Don't just pitch to them; get inside their head to work out what they are looking for. Market research is crucial here, and every bit as important as any ads or promotions. Also, look at things such as market size, predicted growth and barriers to entry.

You say you've had amazing feedback – use this to leverage your brand. Emphasise the positives and you will find that you automatically