

Colin Lamb

**Business & Marketing
Management Consultant**

BNI Laurus Chapter

10 Minute Presentation

31st December 2008



Arrowspires™

Introduction

Arrowspires[™] Ltd.
LL05737

Arrowspires[™] Consulting Sdn. Bhd.
813240-A

....helping businesses create a more profitable future



Arrowspires[™]

Misconceptions

Marketing \neq **Sales**



Services

MENU

Complementary Starters

BNI - Dancing
Referrals - Initial F.O.C. Discussion

RM Free

Main Course

Current strategy review
Marketing / Product Plan

RM +

Dessert

Sales Team Training
Market Research

RM ++

Full Buffet

Full Strategic / Business Planning
Export Marketing

RM +++



U.S.P.

16 years international business experience

Hands-on approach with practical advice



He was a wonderful speaker.
He shared a lot of practical ideas and examples.
I could tell the participants enjoyed his presentation very much.
Rating as our speaker is Very Good.

Member of the Chartered Institute of Marketing



Available without the hassle of an expat package



Arrowspires™

Target Market & Contact Sphere

Small to Medium Industries / Enterprises (SMI / SME)

Manufacturing Companies

Exporting Companies

Other Consultancy Companies

Business Start-up Advisers



Conversation Starters & What to listen for

“How are you going to sell more when the economy is so tough?”

“What is your next target market or new product going to be?”

“I have a good product but I can't seem to get it to sell”

“My competitors are taking my customers”



How to Qualify a Referral

May I recommend a hands-on business and marketing consultant I know to you?

When would be a good time for Colin to call you and arrange a free of charge initial discussion?



BNI Expectations

Out

20 qualified external referrals within the next 12 months.
Dance with me!

External referrals I give to be followed up within 24hrs

In

To be your salesman to assist you to grow your business. ***Educate me!***

To be your marketing resource



Q & A



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