



News Release – Jan 2010

NOW IS THE TIME TO GO FOR GROWTH AS ECONOMIC RECOVERY GETS UNDERWAY



As the UK economy continues to struggle against the most devastating recession in decades, now is the perfect time for small to medium size businesses to look for ways to grow their business. And with the arrival of Let's Go For Growth in the Portsmouth Chamber of Commerce,

help is well and truly at hand.

The backbone of many successful companies is their ability to generate sales leads, target and retain new clients and to be aware of trends, growth areas and pressure points in their respective markets.

For larger companies there are often in-house resources dedicated to these key areas; however, for SMEs, this is often not the case.

Karen Moore, founder of Let's Go for Growth, has worked in the telemarketing sector for many years. She recognises the advantage successful market intelligence and an ongoing supply of leads gives to larger corporations but was also aware that it is often cost-prohibitive for smaller business. Hence, Let's Go For Growth' has been developed specifically to plug that gap.

Let's Go for Growth works with SMEs to create and deliver customised business development solutions that produces tangible results for clients.

From concept to completion, Let's Go for Growth provide a personalised and proactive service, so alongside any telemarketing programme, sales training, or business development services the team get involved with their smaller clients at 'root level' offering ideas, researching potential markets, compiling marketing plans, through to advising on data capture and much more. The team believe in order to maximise a clients return with them its vital that they ensure all the right ingredients are in place to start with.

Let's Go for Growth services include B2B telemarketing and lead generation, market research, telephone

skills training, 1-1 sales coaching for business owners, database creation and compliance, exhibition attendance, direct mail, and copy writing. Helping clients to grow their customer base, profile and market presence

They're flexible – working on a daily or retainer basis, as and when you need them. They even back up their service with a Quality Standards Guarantee and Fair Deal Policy (see website for details, www.letsforgrowth.com and www.growmysmallbusiness.co.uk)

One of the many difficulties facing SMEs when competing against larger corporations is the fact that they don't have the budgets to keep up with them so it's not a level playing field. Well, thanks to Let's Go for Growth, those times are over!

Let's Go for Growth has itself grown quite substantially and recently moved to business premises in Quay West Business Centre, Gosport.

For an informal chat on how they can help develop your business, call **023 9217 8285** and ask for Karen or email info@letsforgrowth.co.uk

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