

The Intelligence Report

Strategic solutions for...

more profitable results



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Registered UK Company No. 5475045

Free Trial

Welcome to your trial intelligence report.

As a member you get one of these every 3 weeks they are packed full of useful hints and tips to help you get the most from your business.

If you've come here without reading the 5 questions we recommend you go back to the home page and do so first to get the most out of this report.

Why? Well the answer is simple. If you learn just one thing from this site, just one thing and then never visit us again we're ok with that as long as you learn this.

You can't start planning your business until you know where it is you want to go!

Sounds simple I know but it's amazing how many companies don't have this vital piece of information in place before they start planning.

The purpose of the 5 questions is to get you thinking about your business in a different way. We all set up in business for a reason, what's yours? What do you want to achieve?

It could be financial like become a millionaire, it could be personal like working a 4 day week and spending more time with your kids, it could be to prove a point to yourself that no matter what anyone else thinks you can succeed. It doesn't matter what you want to achieve, it just matters that you want to achieve something.

By asking yourself, by when? You are now starting to commit to what you want to achieve. A goal or a target without a time limit is as good as no goal or target at all.
Which do you prefer? ...

I'd like to be a millionaire.

Or

Within 5 years I want my business to make me a liquid millionaire.

By marking your goal in time you make it real for yourself. We have a number of reports in the pipeline on how this will work for you.

Questions 3 and 4 ask you to consider your target market and what is valuable to them. Why is that important? Well it's more than important, it's vital to the future success of your company because it does not matter what you want to sell it only matters what your target market want to buy. (By target market we mean those who are potential customers).

You might be interested to know:

30.6% think that service level is the biggest problem to shop at large stores out of town.

70.7% of people think that designer label does not necessarily mean quality.

A large 27.6% of people want the latest household gadgets.

A staggering 60.7% say that they are put off by people collecting for charities in the street.

Training this month

Profit building for SME

"Useable and practical advice giving you a clear way forward to increasing profits. I fully recommend this to you"

Neil Davis, Director, Price Pearson Accountants

A full day workshop outlining the most up to date methods and tools that have already been used to dramatically increase businesses profits. It is perfect to light the touch paper to an explosion in your profitability. You may want to have some of your employees go through this workshop to help enhance your business potential.

£67

Ensuring good business becomes great business.

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Ensuring good business
becomes great business.

Simply put, if you make blue circles but everyone wants to buy orange squares you'd better start selling orange squares!

So you know what you want and when you want it by. You know where your potential customers are and what they are looking to buy. All you need to do now is put the whole thing together and understand how you can provide the "value" they are looking for.

Cover those five steps and you have the foundations to build an incredibly successful business and the ability to get the maximum value from the intelligence plus system.

We hope you're ready for the future of your business because by using just some of the resources in intelligence plus you will learn how to accelerate the success of your business and potentially achieve more than you thought possible. We've seen it happen to countless companies and we'd like to help you do it to.

In this report we are not even scratching the surface of the wealth of knowledge available for you but we have to start somewhere!

We have added an outline plan for you use. It's free so please print it off and work through it. We've put it in because all companies need to understand this process and we don't think anyone should pay for a process that's common sense. The plan is just an outline and I wouldn't recommend relying solely on it to achieve your goals but like the 5 questions it will give you a good base from which to build. Whether you build your business with intelligence plus or not is your decision, either way please use the knowledge from this report and start developing your business today.

Our primary goal is to raise the standard and ability of businesses. Because of the number of users we are able to get economy of scale (the more people using it the lower the price) this is great because intelligence plus is within everyone's reach, the more people we can help improve, the better. All the consultants behind intelligence plus are international experts, they earn their money elsewhere to here, this is a passion and a mission to make business better – Whatever you choose to do we hope we've helped you along the way.

Outline Plan

1. Analyse current situation (SWOT)

*The best tool to use to do this simply is a SWOT analysis. This looks at the **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats affecting your business. All you do is write down as many things as you can under each heading.*

2. Set business targets

This goes back to the 5 questions. Use your answer to questions 1 and 2 here.

Cutting days lost through 'sickies'

From an archived report

More than 175 million days are lost through employee sickness, at a cost of £13.4 billion a year, with workers taking

off an average of seven days in 2006, according to a recent survey. Of these, around 12 per cent were 'sickies', with 70 per cent of employers saying staff were inclined to take Mondays or Fridays off to create a long weekend, 68 per cent finding a link between 'sickies' and holidays, and 39 per cent saying absence was linked to special events such as sporting tournaments.

One way to alleviate this practice, it has been found, is to make your workforce be able to multi task and take up the slack left by someone taking a "sickie". The "sickie" then impinges directly on their colleagues and peer pressure comes into play.

Companies that have adopted this approach noticed that individuals were much less likely to inconvenience their colleagues and friends and "sickie" days dropped.

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3. Set promotional targets

Using your business target you can then decide what promotional targets you need to set.

If your business target is to be a millionaire within 5 years you will be able to work out that you need to earn £200,000 a year to do that and from there you can now work out what your promotional activity needs to produce.

4. Develop marketing mix

It's called the marketing mix because the idea is to mix the elements together in the right blend for you. Imagine marketing is like a garage, you've got all the tools to do loads of jobs but you don't use every tool on every car.

Within the marketing mix you have Advertising, Direct mail, PR, Sales promotion and personal selling. Think about which method will best connect you to your target market. It's no good sending out 3000 direct mail leaflets in the local paper if you sell flooring to schools and colleges is it! Be selective and think about which will give you the best result for your money.

5. Implement

This one is easy just start doing what you planned in step 4.

6. Controls and Evaluation

Any action within your business should have a control measure set against it. This will allow you to assess just how effective that action has been.

E.g. A Direct mail leaflet asking people to visit your website should have an identification code so you can tell just how many people visited your website as a result of the leaflet over say some local advertising. You can then quickly work out which marketing provides you with the best value for money.

7. Test and Repeat

To develop better and better responses test a number of approaches and test which works best. If advertising test different headlines because you might be surprised just how much more you can earn from a good headline and it is not always obvious what people will actually respond best to.

As we said there is a little more to it than this but these are good starting points for you to build your business foundations. We wish you good luck and look forward to seeing you on intelligence plus soon.

Quick Tip:

From an archived report

Have you thought of sponsoring an award? This is one very easy method to get your company's name into the local and wider media.

Each time the award is presented it's likely to be a news worthy event and if your business name is right there on the award then your business becomes more visible.

Choose or manufacture an award that is closely related to your business activity

for greater stickiness in the mind of clients. For example ATS could have tyre fitter of the year, etc.

Article by Ian Jones

www.illumini.info

Winner of the Switched On Award "Against all odds" Ian heads illumini a marketing and consulting group that has already managed to add over £250 million in increased profits to clients.

His motto is simply: "make good business, great business."



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"If you are planning for a year, sow rice; if you are planning for a decade, plant trees; if you are planning for a lifetime, educate people."

Chinese Proverb

Your Questions Answered

From an archived report

Q: I want to give some talks to improve my business. How do I go about giving talks?

A: The most important piece of advice I can give you is that if you haven't given talks get a little training first and then it is fairly easy. Ask friends, colleagues and anyone you can collar what is interesting about what your business does. Perhaps a client has commented on something. That is your material.

Be enthusiastic because this is infectious. A friend of mine qualified as a hypnotherapist and offered local community education various talks for self development and change. He didn't make a fortune out of them initially but they promoted him and he got his name out there. The people that came to the talks not only became his clients but told others. He had back of room CD's and tapes that people bought and as those items had his contact details, meant that people paid to advertise him.

From this humble beginning he began to run talks for other organisations and companies, even organising his own private talks which lead to more clients and so the spiral continued.

Decide what people would want to hear and think carefully about the WIIFM (what's in it for me) from the point of view of your audience. If

they go away from a talk with you feeling that they have gained something of substance which will be of use to them then word of mouth will occur.

Start by running a few little trials and fine tune your presentation before you launch it on the wider population. That way you can learn from any mistakes and have fun because they won't matter too much.

From an archived report

Case study Lite

Low cost promotion:

A small complementary health company wanted to revive their flagging sales and were rapidly running out of cash and time with which to do this.

They appeared with three versions of adverts to find out which was best to run.

After telling them that it costs six times more to get a new client than keep an existing one they were persuaded to rip up all three.

We carefully formulated offers that their existing clients might be interested in and they then spent half a day on the phones.

Panic over, places in their clinic filled they then had a breathing space to formulate a thought out marketing and advertising strategy based around what they stood for in the minds of their existing client base.

Remember to e-mail in your comments and questions to:

questions@intelligenceplus.co.uk