

MEDIA RELEASE:

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Getting into the fastlane... how to accelerate in business

The biggest single challenge a small business faces in their quest to grow and maintain a thriving business is having the right tools and knowledge to attract, develop and retain clients.

While many business owners are highly gifted and talented in their field of expertise, and are therefore able to initially attract a high volume of work, it is the ability to service those clients that is the key to sustaining a successful business. This includes any and all of the following:

- building trust so that they receive repeat work from clients;
- expanding work received from those clients so that others in the company can benefit and participate; and
- keeping those clients happy with the service they are receiving;

Announcing a program designed specifically for SMEs who want to position their company for success, Deanna Lane says she has seen it all. In almost 20 years in marketing and business development roles she has worked closely with individuals on new business strategies, tenders, marketing and business development and media profiling, to grow help grow their business.

"I have seen examples of business plans which are usually weighty documents filled with complicated jargon, sweeping statements about cross selling and profitability, and significant financial and revenue responsibilities... but with no clear roadmap, specific training or tools to help those responsible to achieve any of the objectives contained in such a tome" she said at the launch.

"With increasing pressure on both talent retention and succession planning, the need to energise, empower and engage an organisation has definitely arrived. There has never been a better time to get down to basics and learn the essential skills required to build a great company" Deanna added.

Getting into the fastlane... how to accelerate in business is a series of highly interactive workshops based on a book of the same name, covering tips, techniques, behaviours and practices that once learnt, give the participant the ability to achieve significant success in business development, client relationships and growing business from existing clients.

Specific training will also be delivered on the topics of media profiling and interviewing, public speaking and presentation and business etiquette (**essential for those responsible for networking and client entertainment on the company's behalf**) ... tailored to the group or individual's needs.

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For more information on [Getting into the fastlane...how to accelerate in business](#)
please contact Deanna Lane, Managing Director on 0416 295 898