

New World. New Thinking

▫ **“We want to get more profitable work into our workshop but where do we start?”**

RB Business Development Complete Marketing Workshop for Vehicle Body Repairers

A one day workshop by marketing experts to show what's working now for body repairers and not having to rely on the fax machine. Complete Marketing will show you low cost or no cost marketing for your bodyshop.

MARKETING IS THE MOST IMPORTANT FUNCTION IN YOUR BUSINESS

For most businesses, highly effective marketing is a **make-or-break necessity**. It's really impossible for you to be successful without good marketing. – that's what brings the customers in the door.

You've got to let people know about all the benefits your business can provide to them, which means that your business must first provide those benefits that people are willing to pay for. And that, in turn, means knowing who your customers are and getting so close to them that you can virtually anticipate their needs and desires.

To many time-starved bodyshop owners, marketing means two things: advertising and putting a leaflet together. However, you'll be more successful if, you learn the full range of marketing techniques. **Inferior marketing messages make you look bad**. If your web page, flier, brochure, or other marketing tool is poorly executed, then the consumer will assume that everything you do is sub-par.

Without action there can be no results

Attending the Complete Marketing Workshop you will discover:

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Low cost or no cost marketing for maximum results

How to increase your turnover by 33% to 100%

How to tap into the goldmine hidden in your management system.

How to stay one step ahead of your competitors.

How to identify vehicle fleets in your own postcode area.

How to become experts at writing copy for all your marketing.

How to become experts at marketing your business.

How to stop wasting money on ineffective marketing

How to use the internet as part of your marketing.

How to take your business to the next level.

How not to rely on your fax machine to manage your business.

How to add value to your service.

Why marketing is an investment in your business – not a cost

How to breathe new life into your business.

Just think about this. Currently everyone is suffering from lack of work, even your nearest competitor, but if you don't do anything but your competitor attends one of our workshops who's going to survive?

Grab your phone and book your place before your competitor does!

Call 01422 200100 or 07918035887

or

Simply email info@rbbusinessdevelopment.co.uk