



YOUR BUSINESS GROWTH ACCELERATION

From Surviving to Thriving in Challenging Times

A Series of 6 Self-Contained Workshops to Grow Your Business Faster

Presented by Olivier Carion, Business Mentor

In Partnership with Hertfordshire Borough Councils

Most entrepreneurs want three things: (1) onboard more clients, (2) increase their net income, and (3) have clarity on the next steps forward. Together as a package, these 6 workshops will help you take your business through the glass ceiling to a whole new level. Each of the following workshops stands alone and provides two hours of interactive learning and practical exercises. Places are limited, book your place today.

Workshop 1 - Tuesday 15 February 2022, 10:30-12:30

Success Builder - The Foundation Blocks of a Successful Business

Workshop 2 - Tuesday 22 February 2022, 10:30-12:30

How to Create an Effective Continuity Plan for Your Business

Workshop 3 - Tuesday 01 March 2022, 10:30-12:30

How to Grow Your Business During Challenging Times

Workshop 4 - Tuesday 08 March 2022, 10:30-12:30

Develop a Compelling Value Proposition to Attract Interested Buyers

Workshop 5 - Tuesday 15 March, 10:30-12:30

Make Buying from You a Positive and Pleasant Experience

Workshop 6 - Tuesday 22 March, 10:30-12:30

Increase Sales by Finding Out Exactly What Your Prospects Want

Online Workshop 1 of 6:

Success Builder - The Foundation Blocks of a Successful Business

In this first workshop, we will cover the foundation blocks every entrepreneur needs in order to succeed in business:

1. The mindset of an entrepreneur: How to stay focused & outcome-driven
2. Your value proposition: How to become a customer magnet
3. Your niche: How to profile a hungry client
4. Your marketing: How to attract customers to you
5. Your sales: A simple 5-step conversation process to win more business
6. Time management: A plan of action to create a great work-life balance

This is the first in a series of 6 interactive workshops. However, each workshop stands alone as a self-contained unit to offer maximum value. You will come away from this session with a completely fresh and inspired view of your business.

▶ [Book your place today for Tuesday 15 February, 10:30-12:30](#)

Online Workshop 2 of 6:

How to Create an Effective Continuity Plan for Your Business

Keeping operations up and running in the event of a major disaster is what a business continuity plan is about. It is essential to every business, as disruptions can be very costly. Not having a plan for initiating an emergency response can lead to financial loss, loss of customer confidence.

The events of the last 2 years have taught us the importance of having a continuity plan. This workshop details the key aspects of continuity planning.

▶ [Book your place today for Tuesday 22 February, 10:30-12:30](#)

Online Workshop 3 of 6:

How to Grow Your Business During Challenging Times

The business landscape has changed in the last 2 years. In many sectors, although there are now fewer competitors, the competition has become much stiffer. It is important for entrepreneurs to be on top of their game.

In this interactive workshop, you will learn how to:

- Take full advantage of the current business landscape
- Form a value proposition that wins more clients
- Re-engineer your offering to get more enquiries for your services
- Fine-tune your sales conversations to onboard more clients

▶ [Book your place today for Tuesday 01 March, 10:30-12:30](#)

Online Workshop 4 of 6:

Develop a Compelling Value Proposition to Attract Interested Buyers

During this workshop, you will use tools and techniques to make your message more attractive to interested buyers. An “interesting” message is just “interesting!” It does not sell. A “compelling” message on the other hand attracts people and opens the door to conversations, which in turn lead to sales. These simple techniques will help you stand out from the competition.

▶ [Book your place today for Tuesday 08 March, 10:30-12:30](#)

Online Workshop 5 of 6:

Make Buying from You a Positive and Pleasant Experience

Have you noticed that most people love to buy and very few people like to be sold to? Selling should be an enjoyable experience for all parties involved. In this workshop, we will cover ways to turn selling into an elegant and structured conversation that is not seen as selling. You will learn:

- Ways to feel completely comfortable talking to anyone
- The effortless framing of your value proposition
- Techniques to make buying from you a positive experience
- A strategy to improve your conversion rate and win more business

▶ [Book your place today for Tuesday 15 March, 10:30-12:30](#)

Online Workshop 6 of 6:

Increase Sales by Finding Out Exactly What Your Prospects Want

Understanding exactly what your prospects want is crucial to your selling success. In this interactive workshop, you will learn and practice the following:

- The proven techniques to establish rapport with your prospects
- Ways to read the non-verbal communication of your prospects
- The right questions to help you find out exactly what your prospects want

▶ [Book your place today for Tuesday 22 March, 10:30-12:30](#)

Here's what previous delegates wrote:

“If you haven’t attended a business workshop with Olivier Carion, you need to be on the next one! It will inspire you and spur you on to achieving your business dreams. The new confidence that I now have in my business is already paying huge rewards - probably the best investment I will ever make. Thank you, Olivier, for such a fantastic workshop!”

- Matthew Smith, Owner and Director, Complete Tenders Ltd.

"I have been fortunate enough to work with Olivier for a couple of years now and have found his expertise and experience to be truly invaluable. His desire to help you and your business to provide you with the life that you want, and the tools, advice and support he provides to get there, make time and money invested with Olivier well worthwhile. If you are looking to take your business to the next level, then Olivier is the man to have by your side."

– Sharon Slade, SLS Marketing Consultancy

Your mentor & trainer:



Olivier Carion

Turnaround Specialist

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Olivier's Background:

Having previously owned businesses myself, I have a vast experience as a mentor and trainer, working in 12 different countries over several decades. In the UK since 1999, I initially worked as a consultant for large international companies and, in the last 10 years, I have made supporting SMEs my main focus. I specialise in the mindset for success and tactical business turnaround. My passion is to turn businesses into an income-generating success. I also very much enjoy one-to-one interaction, leading mastermind groups and delivering business growth workshops.

