

Client: Nationwide Media Group
Source: The Huddersfield Daily Examiner (Main)
Date: 23 November 2009
Page: 16
Circulation: 22601
Size: 183cm2
Value: 819.84

Business conference set to offer firms sound advice

HUDDERSFIELD firms will be able to get advice on beating the recession at a major conference this week.

The business-to-business exhibition and conference **Business Yorkshire** takes place at Doncaster Racecourse on Wednesday and Thursday.

The event will include seminars offering advice on topics ranging from human resources and information technology to marketing and finance.

Jim Scott, (below), who started his business – the Scott Douglas Group – during the last period of challenging trading conditions in 1990, will deliver a seminar on how to beat the recession.

Mr Scott has helped more than 2,500 small firms to improve their trad-

ing position using effective marketing and sales tactics.

“Most businesses only pay lip service to having a marketing plan and fewer still take the trouble to implement their plan,” he said.

“Looking at the opportunities presented by current trading conditions is a good

starting point for developing both a marketing plan and healthy, winning attitude.

“Becoming much more proactive is just one of the changes to make. Asking for help and support is another.

“By attending business networking events and exhibitions such as Business Yorkshire, you will immediately be amongst like-minded people who share a common interest in success.”

Mr Scott said many ideas to boost business success involved little or no cost – for instance looking at existing customers as a way to drum up more business.

He said: “They don’t know everything that you sell, so remind them. They don’t know who to recommend you to and they don’t naturally write testimonials for you. Asking them to help you is free.”

Go to www.business-yorkshire.co.uk for more information.

