



Setting off a

Chain reaction



PARTNERSHIP
WORKING

for
BUSINESS
GROWTH

Solutions for ambitious people

12 LINKS TO BUSINESS GROWTH

Do you want to....

- 1 Deliver a value for money proposition
- 2 Target your sales activities profitably
- 3 Present your company to best advantage
- 4 Close more sales
- 5 Sell to a wider market including public sector
- 6 Run a more efficient organisation
- 7 Use your IT more effectively
- 8 Manage your finances more effectively
- 9 Get to grips with legalities, due diligence and the law
- 10 Grow effectively through motivated employees
- 11 Work within a thriving collaborative network
- 12 Work more effectively from your home

The PWL process allows us to start at any point within your business, refining one activity, setting off a chain reaction leading to more profitable sales.

www.partnership-working.co.uk





The partners in PWL cover a diverse yet complementary range of capabilities, brought together under one banner to seamlessly help you develop sustainable high performance.

PARTNER OFFICES

KENT AND SUSSEX:

BIG SOLUTIONS LTD:

01474 535070

kent@partnership-working.co.uk

HANTS AND SURREY:

ABACUS HR LTD: 01256 381436

hants@partnership-working.co.uk

BUCKS, BERKS, OXON:

AVE PARTNERS LTD:

01494 565206

bucks@partnership-working.co.uk

Best practice has been developed through many years experience in working with businesses both in the UK and internationally.

In areas such as public sector procurement the group includes specialists working with both government and business.

PWL has both commercial specialists and accomplished academics amongst its delivery team.



EnterpriseAmbassador™

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ARE YOU AMBITIOUS?



The desire for long-term business success and growth should set off a chain reaction: strong focused management, effective sales and marketing plans, the most effective people, financial efficiency and the right ICT infrastructure, are essential components

Many businesses fail to thrive because these issues have been ignored. PWL is serious about performance and has developed a coordinated approach to ensure that all these elements are correctly aligned and working.



**Choose PWL
as your
performance partner
if you are ambitious**

COMPANY MANAGEMENT

People and processes:

- Establishing direction. Practical business planning
- Cashflow, profitability, financial management controls
- People management. Human resource procedures
- Ensuring all the appropriate policies are in place
- Achieving relevant industry standards
- Keeping records and reporting procedures
- Monitoring contracts and getting feedback
- Putting the legal bits into place
- Resource management, ICT, communications
- Continuity planning, due diligence



COMPANY IMAGE

Generating the optimum image

- Do you look the part, does the brand image back the claims
- What impact does your branding have
- Pulling it all together in a corporate image
- Creating opportunities through public relations and media management
- Building synergy between printed matter and the web
- Effective use of the media in advertising
- Do you and your employees represent the company effectively

SALES PERFORMANCE

Improving the selling capabilities

- Creating a sales and marketing plan
- Understanding the market, doing the right research
- Finding the opportunities
- Bid writing
- Presentation skills, personal and corporate
- Creating the sales hook
- Finding innovative ways to market
- Negotiating, and closing the deal

WHAT ELSE DO WE COVER?

Some of the specialist areas of PWL and its partners:

- **The PWL Bid Writing Academy;** training you and your staff
- **PWL Bid writing consultancy;** let us take the strain
- **PWL Tender finding service;** we will help you find opportunities
- **Basic Skills upgrade;** work with accredited trainers
- **HR service,** automatically keep all your statutory policies up to date
- **Financial services**
- **Building Collaborative Partnerships;** share our best practice
- **Going international;** work with the experts in all areas, language, sales, import, export.

