

Awards

TOP TIP TUESDAY!

Too many Local Eastbourne businesses are being too modest. And it's affecting their turnover and profit!

What I often see is a great business doing great things and delivering great service to their customers but one thing I wish I saw more of is the amount of awards/trophies I see in reception areas.

It's mainly because most business owners are not aware of the benefits they can enjoy after winning an award.

So we did some research and based on a study, award winning companies were shown to have experienced a **63% increase in operating income, and a 39% growth in sales when compared to non-winners.** (Source: British Quality Foundation)

Put plainly, it would appear winning (or even just being shortlisted for) an award:

- Raises your profile and enhances reputation.
- Increases the level of trust from customers and potential customers.
- Increases new business enquiries and ultimately sales.

A bit of a no-brainer if you want to improve your bottom line, right?

The good news is, thebestof Eastbourne running the Business of the Year 2020 Awards for all our members. So if you'd like to find out more about joining and/or how to enter just give us a call on **01323 406060**



Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

thebestofeastbourne