

The Secret Life of a Business Navigator

Hello (again), well I managed to get to my second blog, which means I avoid the ignominy of being a “one hit wonder”!

In this article I give you an insight into the “heady” world of a Business Navigator. One of the key attractions of the job is that no two weeks are the same and last week was no exception. Across the week I spent time at workshop, managed to catch-up with an existing client, meet with a new prospect and do some prospecting!

Although we would not profess to be experts when it comes to a topic such as international (shipping) terms, we are often a first point of reference for local SME’s (and others). So, keeping updated is important. At ground level just knowing the INCOTERMS rules have been updated is a good start, but picking-up on new “stuff” is very helpful. I learned for example that Shipping Containers do not qualify as “Sea Freight”! Want to know more please drop me a line.

Later in the week I caught up with an existing client. Like many of the businesses I meet, they have fundamentally a great offering, the challenge is to maximise their potential. Money and marketing are common hurdles, but need support and encouragement to grow. I like to think, that with my help and support over recent months, they now have the confidence to grow and are now maximising the offering; 2020 should see the model being franchised!

Next, a new prospect; an established community service business. Despite a loyal customer base, revenues have begun to stagnate and margins come under pressure. A recently employed Sales Director, keen to venture into new markets wanted help with developing a new marketing strategy, aimed at potential new customers. I was able to arrange an introduction to one of our approved professional partners and set-up an initial (free) consult. I am pleased to report, they are now moving forward and developing a marketing campaign.

At the end of the week, I met up with an old colleague who I had recently encountered at a networking event. He runs his own business albeit located outside the county, but expressed interest in seeking a new base in East Sussex. After understanding what the business required and was able to afford, I introduced him to my colleagues in the Locate East Sussex team. They are now on the case seeking a suitable premises in the east of the county.

Just an average week for a Business Navigator. Want to know more about what support we may be able to offer, please get in touch.