

Winning new business academy

15th – 17th
November
2011

£1499 + VAT

For suppliers and consultants to the voluntary sector.

This academy is hosted by
Ken Burnett
and Alan Clayton.



*‘Thank you for presenting. I’m sorry but another supplier only just pipped you to the post. We thought you were excellent but you have come a **very close second place**. It was really close indeed, and we had a really difficult time deciding. Thank you so much for presenting to us.’*

So says the nice client, when you **didn’t get** the contract.

Truth: You were never in the game, and nice though being very close is, the truth is you lost. You won no business at all.

This academy will teach your business development people how to come first – and to **win the work that you get to charge for!**

The academy is run by Alan Clayton and Ken Burnett, two of the most successful suppliers to the voluntary sector in the UK – combining a genuine passion for the sector and its values with the commercial success that has driven innovation across the sector.

Between them, they have worked with over three hundred voluntary sector clients in the UK and around the world. They have done this with a series of businesses all specialising in the values of the voluntary sector, with a firm belief that commercial success drives the kind of excellence that the sector needs and deserves.

The three day academy will use a combination of group, lectures and one-on-one tuition and coaching techniques.

Website:
www.claytonburnett.com

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Who should attend the academy?

Anybody who wants to enter the market or grow their business with the voluntary sector, including:

- Directors.
- Sales or marketing managers.
- Sales or marketing officers.
- Account directors and managers.
- Consultants.

What will you get out of the academy?

After the three day academy you will:

- Have gained insight into building awareness and reputation.
- Have new ideas on generating leads.
- Understand the voluntary sector purchasing culture.
- Develop techniques to win business with and without pitching.
- Have a plan to develop clients.
- Own many new skills and tricks of the trade.

When is the academy?

Starts: 15th November 2011

Finishes: 17th November 2011

Where is the innovation academy?

The Inch Hotel, Fort Augustus, Loch Ness, Scotland.

To concentrate fully on something important and get your brain working at its best we believe it is vital to get away from the hustle and bustle of the working day, to set your emotional and creative being free and really focus the mind. This country house in its inspiring location overlooking Scotland's most famous loch is just right for getting the best out of you. We can't guarantee a sighting of Nessie, but you never know.

For more information see www.inchhotel.com. The hotel has wi-fi, so bring your laptop if you want.

How do I get there?

You can fly. The best flights from London are:

- Tuesday 15th November Flybe:
Depart Gatwick 0925, arrive Inverness 1105.
- Thursday 17th September Flybe:
Depart Inverness 1710, arrive Gatwick 1850.

You can drive (about three hours from Edinburgh or Glasgow). Driving directions at www.inchhotel.com.

You can take the train to Inverness or Spean Bridge. Sleeper services are available from London Euston.

You will be collected from either station or airport.

What is the cost?

The cost per attendee is £1,499 + VAT.

All accommodation, meals, seminars and sessions are included. As long as you can get yourself there, and bring a few pounds for a drink if you like, everything else is within the price.

What do I need to do now?

- Email alan.bird@claytonburnett.com to confirm that you are coming.
- We will simply send you an invoice and, when this is paid, your place will be confirmed.
- Book your transport.
- If you are driving, please let us know your expected time of arrival.
- If you are coming by train, please let us know where and when you will be arriving and we will arrange your transfer to the Inch Hotel.

Contact details

Please contact Alan Bird with any enquiries:

Email: alan.bird@claytonburnett.com

Mobile: 07818 675 007

Web: www.claytonburnett.com

To discuss the academy with the consultants, email:

alan@claytonburnett.com

ken@kenburnett.com

Content



Inspiration at the Inch Hotel, Loch Ness

Building reputation and awareness

- Free press and media.
- Conferences.
- Paid for brand building.
- Publishing.

Generating leads

- Cold.
- Networking.
- Referrals.

Winning business in the voluntary sector culture

- How the voluntary sector buys.
- Matching your culture with theirs.
- Cost v value.

Winning without pitching

- How is this possible?

Pitching and winning

- Getting ahead of the game.
- Being surprisingly good.
- Closing the business.

Negotiating terms

- When to negotiate.
- Reaching agreement.
- Group negotiation.

Developing clients

- Keeping clients and growing business.
- Developing cross and up-value services and products.
- People who move.

Tricks of the trade

- Specific skills for the individual.

About the consultants



Ken Burnett

Ken Burnett

Ken Burnett is well known as writer, communicator, mentor and inspirational speaker.

He is author of several books on donor development and communication, including Relationship Fundraising and The Zen of Fundraising. Chairman of Trustees at ActionAid from 1998 to 2003, Ken began his fundraising career with that charity back in 1977.

He is founder and managing trustee for SOFII, the Showcase of Fundraising Innovation and Inspiration. Ken Burnett also writes articles and books on non fundraising themes including Tiny Essentials of an Effective Volunteer Board and, most recently, a natural history set in France, The Field by the River.

For more go to <http://www.kenburnett.com>. He delivers a moving Address to the Haggis and a stirring Tam O'Shanter.



Alan Clayton

Alan Clayton

Alan is currently a Director of Clayton Burnett Ltd, CEO of Relationship Marketing and a Partner at the Inch Hotel and Management Centre. He is one of the leading consultants, coaches and creatives on the world circuit.

More importantly, Alan is renowned as a highly impactful, motivational and inspiring public speaker. He also has an enviable track record in successful pitches and presentations. Most importantly, he has an enviable success rate at winning new business in the voluntary sector.

He has won over 150 client contracts and run five different business within the voluntary sector, since he founded the Cascaid group in 1998.