

Leaders First Train to Gain Funding

Helping SMEs to gain access to
£1,000 for training and coaching

As a fellow business owner, are you as fed up as me of hearing bad news in the media about this economic recession?

If so here's a great big dose of good news to brighten your day

Did you know ...

Not many people do... that as the leader of an organisation you are entitled to £1000 worth of training or coaching **absolutely free of charge** to help you work smarter rather than harder?

£1000 Leaders First – Train to Gain Funding

A few years ago the government realised that tough economic times were approaching. They recognised that the only way to generate money was to invest money but in a low risk environment.

They sat down and brainstormed ideas and experienced a Eureka moment! They decided that the quickest and easiest way to help get the country out of a recession was to invest in SMEs and provide them with skills to help them increase their profits.

Obvious really!

Stoking the SME Fire

As an SME business owner you are like an engine fire that, when stoked, generates money. When you generate money you spend money and so the cogs of the economy will be oiled. Movement will then take place and will build momentum. This momentum will gather force and will quickly carry us out of the economic recession – genius!!

The only failing of this cunning plan is that there is a pool of money waiting for you to spend on training or coaching but you're probably not aware of it.

Enter Eureka Training & Coaching

We are aware this funding exists as we are a registered training and coaching supplier for Business Link – the key holder of this ‘Leader’s First – Train to Gain’ funding.

Since the launch of this funding we have helped business owners **just like you** to work smarter rather than harder and in turn generate more profit.

Given our experience we can make the following observations:

Time out to work ‘On’ rather than ‘In’ the business

- » Business owners don’t need help or advice on how to run their business – they know their business inside and out – they just need a sounding board
- » Taking time out to work on the business rather than in it reduces stress and helps business owners think logically about their goals and future direction of the business
- » Coaching sessions have been a hit as business owners value time to clear their mind of clutter and have made some major and minor decisions that have had a really positive impact on their profits

Watch the pennies and the pounds will look after themselves

- » As business owners are so busy doing their job and generating sales they sometimes forget to focus on the cost of sales. By simply focussing attention on this area business owners have made significant cost savings

Generating more sales and retaining clients

- » Time is money so they want to see a direct return on the time they have invested in training. For this reason our most popular training courses are sales, marketing and customer service
- » Many business owners have requested support to help them market their business proactively to ensure they generate a steady pipeline of sales
- » Customer service has been at the top of the list of training requirements as business owners recognise that it is easier and cheaper to keep a customer than to attract a new customer
- » In some industries business owners have requested skills to help them convert enquiries, increase the sales order, and to increase the number of visits a customer makes

Time Savers

- » Infrequently business owners have asked for help with managing and motivating staff however they have asked for delegation skills training. They found they were busy but their staff weren’t!

So How Is Business For You?

- » Could 'things' be better?
- » Have you got more money going out than coming in?
- » Could your staff be more motivated and dedicated to reaching your goal?
- » How are your sales figures – would you like them to improve?
- » What about your marketing? Could it be attracting more interest?
- » And your conversion rate? Is it decreasing rather than increasing?
- » Have you got a long term goal or are you just trying to survive?
- » Are you working longer hours with less rewards?
- » How is your mental state? Are you sleeping well at night?

If you answered **YES** to any of the above we can help.

Turn over to learn more.....



We Can Help

As our offering is completely bespoke it would be foolish to specify how we can help you without listening to how and where you need help. If it's okay with you, the first thing we would like is to hold a relaxed and informal meeting with you to listen to your story and understand your requirements. This meeting can be held at a convenient place, date and time to suit your requirements.

If you feel we can help you and you would like to work with us we will sort out the process of obtaining the funding for you.

You will need to complete some forms but we will talk you through each step as and when it occurs - It really is a painless process for you.

If you feel after our meeting that you do not wish to pursue the funding then that's absolutely fine and your decision will be valued.

Limited Time

The government has allocated a certain budget to this funding and when it's gone it's gone. Funding is available on a first come first serve basis so timely application is advised especially as the government is clawing back funds from all directions at the moment.

Don't miss out on this funding. We really have seen it make such a positive difference to so many businesses already.

**Please contact us today on 01327 353637
to arrange a date for us to get together to discuss
how we can work with you to generate more income.**

I am hopeful that we will meet in the very near future. Thank you for your time.

With very best regards

Leanne Flower
Managing Director
Eurika Training & Coaching

About Eureka Training & Coaching Business Owner



Leanne Flower

Leanne is a qualified business coach and trainer with over 15 years experience of working with International and local organisations.

Throughout her career Leanne has achieved substantial results through managing small and large teams predominantly in the automotive and financial sectors. Her specialist areas include Business Development, Marketing, and Human Resource Management.

A dynamic and enthusiastic deliverer, Leanne has the ability to ensure her participants really interact with their learning experience. She believes learning should be fun but practical ensuring that participants take away knowledge and experience that can be implemented to good effect in their workplace.

Dedicated to fully understanding what motivates and inspires individuals, Leanne applies coaching and training techniques to help clients unlock their potential in order to achieve their goals.

Leanne is also a lecturer at Northampton University where she specialises in Human Resource Management (including CIPD modules) and Leadership/ Management at undergraduate and post graduate level.

Leanne has a BA in Business Studies, CIM (Marketing) Postgraduate Diploma, JEB Training Diploma and Business/Career/Executive/Life Coaching Diplomas.

Testimonials

Here are just a few comments from some of our happy customers

“ Over a three month period we have noticed a trebling in business, it's been fantastic! We're doing things we were doing before but we're now following a structure and it's actually having an amazing impact on the business. People are listening to our advise; I don't know whether that's because I have more confidence in what I'm saying but people are now actually pressing the 'Go' button and coming to work with us. The training has helped us work on things that are actually important. Leanne's a great proponent of the 80/20 rule and I am too. This stuff [training and coaching] works, it really works! ”

Damien O'Dwyer, owner of Business Growth Midlands

“ In just a short period of time I have managed to cut my operating costs by 60%. I work smarter rather than harder and am looking forward to reaping the rewards of this saving. I have enjoyed the experience and will continue working with Leanne to ensure I meet my personal and business goals going forward. ”

Helena Foley, owner of Pour Le Femme

“ The training with Leanne was great. I would highly recommend her to anyone who needs to kick their business up the backside a bit! ”

Eileen Colts-Tegg, Owner of Hedgehog Hill Organic Day Nursery

“ Leanne's warm and personable nature coupled with her natural communication skills quickly helped me to identify where my business was at. I was then able to clearly identify the direction on how I wished to grow and progress my business and with Leanne's guidance was able to set SMART targets to achieve my goals. Leanne is always on hand to offer advice but with regular meetings and telephone calls her creative thinking and positive feedback helped me to improve my business dramatically whilst reminding me of my initial goals and targets. On the results, Leanne has helped me achieve I have no hesitation in recommending her and Eurika Training. ”

Richard Marsahall, owner Sleep Haven

“ I had been recommended to Leanne by a number of good friends and colleagues and when I finally met her at one of her networking events I understood why she is thought of so highly. ”

Natalie Lloyd, Solicitor at AMC Law

Contact us...

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