

Andy Palmer

Star Salesman!

Andy Palmer of Marketing Collateral was one of several willing volunteers who helped man stand 180 at B2B Thames Valley yesterday. Andy proved to be a first class salesman, managing to sign up 3 new Business in Berkshire members before lunchtime. Our roving journalist pulled Andy aside for a short interview to find out the secret of his sales technique...

Andy explains: "If you're running a business based in Berkshire, and you want to do business in Berkshire, AND you want to reach other businesses in and around the area, you've got to be part of Business in Berkshire – it's really that simple."



Marketing Collateral - Where You Come First !

We are interested in talking to anyone that requires the best in print management, whether on CD, DVD or simply ink on paper and having been in this business for over 25 years, feel that we can offer best advice on marketing related print requirements from data capture, to direct mail and beyond. Read about who we are are >>>



The UK has massive manufacturing capacity and can compete with the best in Europe, even given that European manufacturing can appear to be more competitive, when allied with time constraints and transportation costs they may not be!

Notwithstanding which, we are happy to utilise our European partners as and when necessary to achieve your goals.

Andy's approach to promoting Business in Berkshire is straightforward: he simply explains how it works and what the benefits are. The package almost sells itself: there are plenty of members from the local business community covering a whole plethora of activities ranging from creative, financial, marketing, technological and more. "It's all there" adds Andy "everything you'll ever need to market your small business effectively can be found on Business in Berkshire. As well as the impressive search engine results the site commands, you get an email marketing solution and a creative solution. Plus you get the facility to keep your piece of webspace fresh with the content management system. It's a winning package – and very cost-effective."

Based in Maidenhead, Andy's company Marketing Collateral was initially borne out of the frustration of being stuck in a specific genre (CD production and duplication). With customers asking Andy to provide other services such as print management and web design, he decided to expand his portfolio of services by tapping into the skills of reputable partners. Marketing Collateral was the result. It means he can provide a full marketing service for his customers as well as managing the processes involved.

The leads Andy has generated from his own Business in Berkshire presence have already exceeded £500,000 in turnover this year.

info@marketing-collateral.co.uk
www.marketing-collateral.co.uk
Tel: 07973-286532

