

Helping SMEs sell themselves

ANDY Szebeni managing director of Surrey-based tele-marketing and sales training company, A&P Training Ltd, is to launch a new organisation to help small businesses find new customers.

TSBMA has found that small business promotion is traditionally a grey area in terms of business support and advice and that small businesses are often reluctant to 'sell' themselves through networking.

Small firms can also be oblivious to the marketing basics which can make all the difference in terms of generating sales and raising their profile.

Rather than the usual theory-based tactics, TSBMA is offering a more dynamic approach which involves form-

ing a network of experts, which subscribers to the service can have access to on a regular basis.

The aim is to offer methods and which once learnt, companies can then apply themselves rather than paying

"The Small Business Marketing Association (TSBMA) is starting initially in the South East," says Szebeni a Foundation Ambassador for the new project.

"It's the first association of its sort to focus on empowering small UK businesses to find and win new customers."

The advice will be online, on the phone and via seminars for members who can have a one month trial for less than £10.

They will have access to specialist advice from experts in

networking, online marketing, face to face sales and motivation.

"Unlike networking organisations, we're not there to get the business for you.

"The aim is to give access to individuals, bulletin boards and blogs to help them find new business.

"The TSBMA is an online community and people like my company, A&P Training, for example, will help with advice on telephone sales skills."

"All this will be for a fraction of the price of a business consultant."

For more information on The Small Business Marketing Association visit www.tsbma.org. Andy Szebeni is at www.a-and-p.com and Tel: (0) 870 710 22 33



Andy Szebeni believes many small businesses do not know how to promote themselves fully.