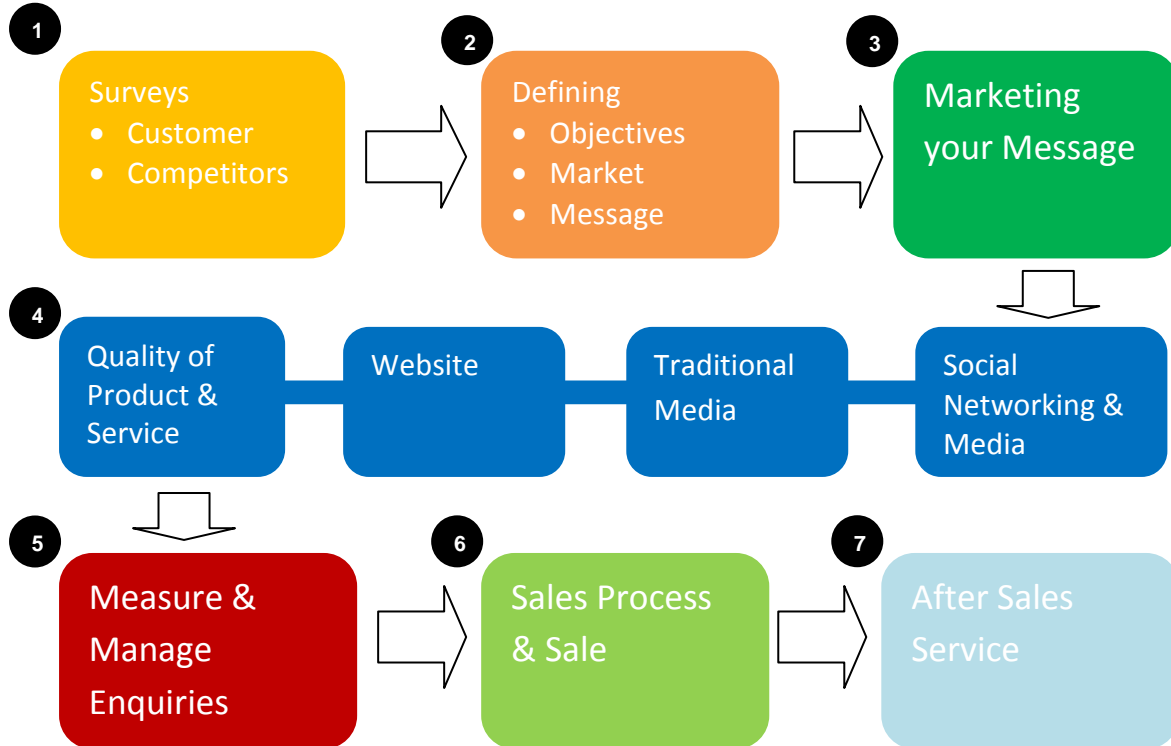


Sales and Marketing

Is the process of moving your products and services from you to your customers.

Building an effective and efficient system of operations within your business to carry out all your sales and marketing needs is vital to getting your message to the market and generating income. It is the lifeblood of your business and it's critical you get it right. The financial viability of your business depends on it.



Having a clear, concise message will help your customers choose you over your competitors. Consistently delivering that message to your customers will continue to build the confidence in your brand reassuring your customers that you will meet their expectations and deliver on your promises, leading to referral custom and repeat business.

Some of the benefits are:

- Improve your brand and brand awareness in the marketplace
- Increase sales of new and existing customers, increasing business turnover
- Increase customer numbers and profit levels
- Generate more repeat business
- Generate referral customers

Going through the above Sales and Marketing process can vary from business to business depending on the size, structure of complexity of the business and of course there is to do or how much is already completed. So therefore the time, cost and the timeframe will vary on a case by case basis. This service can be delivered by way of a group workshop or on an individual coaching basis.

On completion to above Life NZ can help you to further develop a plan on what your business may need next whether that is another Life NZ Programme or business coaching/mentoring.