



## SME 101

Have you ever wondered how to take your business to the next level? How to make your decision making more flexible in the face of uncertainties such as Brexit? How to deal more effectively with the competition? With the speed of technological change? If so, then SME101 could be the new pair of eyes that you need.

SME 101 is a business assessment tool. It's a novel way of looking at a business by quickly drilling down to where the rubber really hits the road! The place where big wins are made, and problems avoided. SME 101 is built from Phil and Chris's combined 50 plus year's involvement in all kinds of businesses and in all stages. SME 101 has been proven in the heat of competition and tough decisions.



SME 101 involves a 2-hour session with the business owner + possibly some of their key staff, in which we look and listen. We do a lot of listening and asking questions, and so build our "helicopter view" of what is going on. Guided by the discussion as it unfolds, we will touch on key aspects such as planning, buying, making, selling and delivering. We do not focus on financial performance as we regard this as an output – not an input to success. We use a tool kit of practice proven diagnostics to find out what is what and give direction and options.

The benefit is an easy to follow route map of how you might consider taking your business to the next level of performance. Ways of making a robust business even more resilient and successful in the uncertain and volatile commercial world that we face.

The cost for SME 101? The assessment is free! So, what is the catch and the hidden cost? Well there is no catch and the only cost to you is 2-hours of your time!

Why would we do this? Well there are two primary reasons:

1. We are passionate about seeing SMEs thrive and we believe that we can bring something to the party. We are offering a no-obligation party invitation for you to have a look, feel and touch!
2. Our experience is that this initial encounter often leads on to actual engagement with the business. Having helped identify the potential we then get invited in to help make it real with a long-term relationship. It is called win-win!

**Contact us now for more information  
via:**

e-mail: [access@accessyourpotential.com](mailto:access@accessyourpotential.com)

Telephone: +44161 215 0451

Mobile: +44 7831615713

