

## *Financial training For non financial staff*



*The financial training specialists*

### **Who cares what you sell? (profit)**

I went to a trainers' network last week. As a one man band it's great to meet other self-employed people and share experiences.

Marketing was an issue that came up several times.

As trainers we're experts in our area, and we all have a good portfolio of training skills. There was a lot of technical expertise in that room!

But who cares about our technical expertise? Many of us struggle to turn that experience into an income stream.

My clients don't want finance training.

They do want more profit and more money in the bank; and they do want their budgetholders to get more out of their budgets. Fortunately I can help them achieve this!

I always feel like a bumbling amateur when I'm wearing my marketing hat, so it's good to know that some of my big, successful, well established clients make similar mistakes!

One of my clients makes large extractor fans for power stations. They make a high quality product that lasts 40 years – the lifespan of the power station – and they're expensive.

They've broken in to the Chinese market in a big way: but have hit a problem. China's growing so rapidly that their power stations average 10 to 15 years before being replaced. This client's fans are too high quality for their Chinese customers.

So we pride ourselves on our technical expertise, or our quality but unless that solves our customers' problems we won't be profitable.

What do your customers want, and are you providing it?