



the progressive business group

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Business  
group

## A new style of marketing consultancy for professional services

About tpbG, what do we do . . . .

**tpbG** helps ensure that firms have a healthy profitable future thereby enabling management to take proactive control over its growth by,

1. helping the firm become more market focussed and client driven
2. identifying short and medium term opportunities
3. assisting in the development of business strategies and a business plan
4. helping create and assist in the implementation of tactical plans to achieve desired objectives (ie marketing, personal development)

This new partnership was set-up because we felt that we could offer a more responsive and client focused service than we had experienced ourselves in commerce.

Having worked extensively within both professional services and the commercial sector, our consultants can “hit the ground running” – thus you get results faster and we can back our words with examples of our achievements.

We do not produce jargonistic reports that often end up in the bin – then walk away. We work with you, providing practical ongoing support, giving you regular feedback on what we have achieved.

This means you can be sure that your investment in the future of your organisation is being well spent.

Some recent projects we have been involved with....

- Maximising the business available from existing clients and awakening dormant clients using a multi-faceted approach – client intelligence, data base interrogation, tactical surveys and business analysis
- Improving reputation and profile by managing PR and media strategies to achieve high recognition for the firm, individuals and expertise



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- Researching new geographical markets and test marketing the sectors (and services) using an integrated marketing plan
- Managed a cross selling project that delivered the required number of new clients and exceeded the fee income targets
- Encouraged a firm to bid for a tender (that they wouldn't normally have tried for), assisted throughout the whole process and the firm was successful, the contract was worth £200,000 p.a.

### **Other services from tpbG . . . .**

We offer a number of practical commercial services to help increase client loyalty, enhance your firm's reputation and to help you develop and maintain a competitive edge. We also have specialists in business development and business planning and we are finding that our personal development plans for individuals and teams are becoming increasingly popular

We can help you to . . . .

- Review your business
- Identify business opportunities
- Increase profits
- Reduce costs
- Enhance your reputation
- Increase client loyalty
- Develop a more competitive edge
- Create marketing strategies and plans
- Manage branding and rebranding programmes

As pressure on cash flow starts to bite, more and more professional firms are taking a harder line regarding their budgets. However, it is when times are tough that marketing is more important than ever.

If the above has started you thinking about your business you might find the factsheets accessed from the content bar to the left useful. Keep coming back as they will change from time to time.

Please feel free to download them and if you have further questions please contact us for a free discussion.