

## **An Interview with Guy Chilvers The Directors' Centre's Newest Sales and Marketing Specialist.**

### **Who Are You?**



"I'm Guy Chilvers, I specialise in working with companies to improve their sales and marketing. As an entrepreneur of many years standing, I have considerable expertise in building successful new businesses. I'm in my element when solving the problems which are stopping a company from growing."

### **What Do You Do?**

"I work with business owners, directors and managers helping them to move the business forward and become more profitable. I ask questions, listen and analyse the answers. I then formulate a proposal using all my knowledge and experience to enable the company to move forward."

### **And Your Style?**

"I am a logical thinker who can identify and solve existing problems and also alert the management to potential problems which might lie ahead. I am a practical person who uses a no-nonsense approach to solving problems quickly, efficiently and profitably. Driven by results, I will ask the right questions in order to reveal the true answers."

### **What Have You Done?**

"I took my wholesale distribution business from zero to £2m turnover and quickly established it as the No.1 brand in its market. I continually introduced new products into the UK market to enable the business to grow and maintain its premier position. Throughout this period I had full responsibility for sales, marketing and sponsorship including both national and international trade and public exhibitions. I was elected to Royal Yachting Association, International trade and public committees with mandates, amongst others, to provide assessments for equipment for the Olympic Games in 2008/2012."

### **Why Should I Care?**

"You should care because if YOU don't nobody else will. Getting to the top is not difficult but staying there is. I had over 10 years of my competitors trying to take business away from me and I will show YOU how to keep ahead of the game"

### **What Can You Do For Me That I Can't Do For Myself?**

"I will be looking from the outside in and will see ways forward that you may never have thought of. Many owners become blinkered and do not see what is going on in other markets let alone in their own company. Many companies lose sight of what their customers want and their changing habits. I have exceptional experience in developing new businesses, introducing new products, seeking out new opportunities and solving problems along the way. My knowledge becomes your knowledge and between us we move forward without wasting valuable resources."

### **What Mistakes Would You Stop Me Making?**

"Mostly you don't come across the mistake until it's too late but probably the same mistake has been made thousands of times before. Had you known about the problem beforehand it would not have turned into a mistake. I have seen companies make mistakes which have been very costly and others that simply needed a quick remedy and some damage limitation. My hands-on knowledge and experience will bring potential problems to light before they become a mistake."

### **How Else Would You Save Me Money (Or Make Me Money)**

"I will show you how to find and explore new opportunities. Is there a better more profitable way of bringing a product or service to market? Are there new sales channels which have not been explored? Are your margins lower than your competitors? Are you paying too much for services? The questions are endless but I will show you how to increase the margins and increase profits."

### **Give Me An Example Of One Business You Worked With This Year?**

"A £500K T/O company with four permanent employees and 20 part-time workers had increased turnover by 25% every year but had never made a profit. A key director decided to leave the company for pastures new. Staff were unhappy, the MD was blaming everyone else for everything that was going wrong.... Strong action was required urgently. Reduce costs, increase sales and change the structure of the organisation. The owner/MD wanted to keep the staff over the winter as they had specialist skills which would be required the following spring. However, after further consideration, staff levels were reduced. The company is now a smaller, leaner business with potential for profits in the future."

### **Why Should I Trust You?**

"I had the trust of my colleagues whilst a member of the Royal Air Force on active duty in a conflict situation. I went on to build my business on trust which after 21 years I sold, and became a consultant to companies who can gain from my knowledge and experience. I am genuine and would never betray a person's trust."

### **How Much Will It Cost Me?**

"A lot less than the potential gain! Let me help you grow your business so you are not left behind in this fast moving world. Let me show you how working smart is a lot better than working 24/7. Time is a once only commodity and so it's important to get it right the first time. Let me re-energise you and your staff and make them want to work for you. If I can save you from one costly mistake it will be worth every penny. If I can't improve your business either financially or operationally then you don't need me. I will make a positive impact on your business."

### **How can I contact Guy?**

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