



Why Business Networking

“The Sandler business ethos is to work with their clients to develop and sustain long term business growth. In order to achieve this, business relationships need to be nurtured and continually developed. Networking has always been one of our top 3 marketing activities that continually brings in new business opportunities.”

- Anneli Thomson

Anneli Thomson is Managing Director of Sandler Training, an award winning, global leader of innovative sales and management training. They help business owners, directors and sales leaders who have a good client base but realise they still face some challenges.

Sandler is designed to create lasting ‘performance improvement’ rather than the motivational ‘quick fix’ typical of many seminar-based training efforts. To do so, they rely on a blended approach. To start they need to discover your challenges and take a deep look at your processes, systems and people. Only then can they guide you in a potential solution. Be warned they help companies hire winners, increase their average order value and size and develop strong robust leadership, but they are not for everyone. Their development is tough, but for the right companies they will help you get to the top, to reach the summit of your sales ambition.

When you work with Sandler, you’ll see that the things that have always made them different are precisely the things that create lasting success, including:

- Proven sales, corporate and management programmes
- Approach that values long-term success over short-term fixes
- Simplicity - an approach that is simple and easy to apply in your teams day-to-day activities
- Unique way of delivering training
- Experienced, full-time trainers
- Ability to customise programmes

Find out more at www.uk.sandler.com.



“ If we are looking to make contact with a specific company then we know we can approach the Opendoorz team and they will pull out all the stops to help us find the right person to speak with. ”



Why Opendoorz

Having always invested time and effort in networking it was important that Sandler found the right networking group. Historically they have always found there to be 2 types of groups, one for small micro businesses and business start-ups, the other for large corporations where the events are full of Sales Managers that have no purchasing power and are simply focused on sell, sell, sell. Anneli explains, "we have been to many business networking events and have always struggled with the calibre or attendee's, however this all changed when we first experienced Opendoorz. It was like experiencing a first clear breath of fresh air. The ability to be in the same room with like-minded business owners all of whom have the same outlook was priceless."

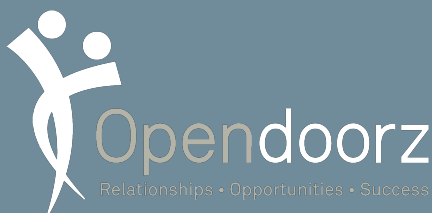
The Opendoorz Approach

A good networking group is one where the founders are proactively supporting their members to hit their individual business goals. Anneli explains, "both Cathy and Sonia are incredibly knowledgeable and are focussed on ensuring all of the Opendoorz members are committed to achieving success for the whole group. You cannot just turn up to a meeting and expect everything to fall in to place, Opendoorz is so much more than just monthly meetings. You have to put the effort in throughout the month, arranging insight meetings with members, it is all about nurturing relationships so that as a group we can all help one another to grow and prosper. The structure that Opendoorz has put in place is excellent, each meeting allows the right mix of business promotion with continual professional development sessions, all over afternoon tea in a vibrant and sharing environment.

The Results

Anneli continues, "our client base is built up of well established businesses that have ambitious sales goals. We do not deliver impact training, our focus is all about an ongoing commitment to achieving success where our clients stay with us between 3 to 5 years. It is therefore important that our marketing efforts are focussed on selective processes where we can clearly identify and define our target customers.

Whilst we have received business opportunities from Opendoorz, more importantly is the relationships that we have forged. The development of strategic partners and good reliable introducers has been incredibly rewarding. If there is ever a company we would like to talk with then we know we can approach the Opendoorz network and an introduction can be made."



Opendoorz is unlike any other networking group; in fact we prefer to see ourselves as a professional business network. We help you build a trusted network of introducers, strategic partners, suppliers, mentors and friends, offering expert guidance, inspiration and a dose of laughter and fun along the way.

Call: 01865 565333 • E-mail: opportunities@opendoorz.biz • Visit: www.opendoorz.biz