

**Entrepreneurial Workshop  
Part 2**

**“EFFECTIVE WAYS TO GROW & NURTURE  
YOUR CUSTOMER BASE”**

**June, 2010  
Program**



**creative  
entrepreneur**

# ENTREPRENEURIAL WORKSHOP

**Title:** “Effective Ways to Grow and Nurture Your Customer Base”

**Venue:** RACV City Club – 501 Bourke Street Melbourne, VIC



**Parking:** Available at New Chancery Lane, Melbourne^

**Session Duration:** 2 Hours

## **General Outline:**

Discover the key ingredients to successful key account development. Learn how to attract and build a quality customer base for long term success and survival. Achieve the highest potential from your key accounts through a strategic business partnership. Develop sustainable ongoing revenue streams through effective management of key accounts. Leverage on your customer relationships to build your brand's identity and reputation, and competitive position in the market-place. Capitalise on emerging lifestyle trends and gaps in the market-place.

## **Specific Objectives:**

The program will help you:

- ↳ Nurture your client base using the 80/20 rule; focus on your top customers; achieve more from underperforming customers;
- ↳ Discover effective ways to build and nurture a broad client base including department stores, boutique/specialist stores, franchise outlets, etc;
- ↳ Develop sustainable revenue streams through the implementation of strategic trading agreements, correct management of key accounts, development of strategic marketing campaigns designed to boost the presence your brand;
- ↳ Learn how the internet and online shopping is changing the way we do business; discover ways to leverage on the internet for maximum brand exposure; capitalise on this emerging global selling tool to achieve maximum sales growth.

## **Lessons Learned:**

Winning, losing, risk-taking, decision-making, innovation, leadership, organisational change, competitiveness, trends, diversity - they're all part of business and life.

## **Quote:**

*“Business opportunities are like buses.....there’s always another one coming”* – Richard Branson.

## About the Coach:

Federico Re (Founder & Director – *Creative Entrepreneur*)

[www.creativeentrepreneur.com.au](http://www.creativeentrepreneur.com.au)



Federico's professional career is inspirational and a true testament to anyone seeking success and acknowledgement in the competitive business world.

Inspired by well known entrepreneurs like *Richard Branson, Ray Croc, Amanda Briskin, Natalie Bloom, and Janine Allis*, and at the tender age of 22, Federico stepped into the challenging world of business.

With a never-say-die attitude and driven by consumer lifestyle trends, he set out to achieve the remarkable feat of growing his first business, a designer stationery & giftware concept, into a multi-million dollar venture, and a world ranking brand.

His personal and business achievements have been widely publicised across various media channels including the *Reed Trade Fairs, Life in Style, Telstra Business, BRW Magazine, My Business Magazine, and CPA Congress*

Over the past 15 years, Federico has built his reputation as a business development specialist, entrepreneur, business coach, seminar speaker, and retail expert across a broad range of industries including giftware, homewares, stationery, childrenswear, fashion, and cosmetics.

He has fuelled new product and brand initiatives, and successfully deployed new ways of performing fundamental business processes as the springboard to success for leading companies in the wholesale and retail sector.

A compelling speaker, Federico connects directly with people, inspiring and energising them to achieve greater things. He often draws on his personal experiences of leadership, entrepreneurial success, innovation, global trends, competitiveness, accountability, teamwork and diversity.

His high level of enthusiasm, unconventional approach, openness to share personal experiences and down to earth nature, helps create a bonding rapport with his audiences.

## SESSION DETAILS

**Title:** “Effective Ways to Grow and Nurture Your Customer Base”

**Session Date(s):**

Wednesday, 9<sup>th</sup> June, 2010

**Session Time(s):**

9am –11am  11:15am –1.15pm  1.30pm – 3.30pm  4pm - 6pm

**Session Type:**

Group  Private

*Notes:*

1. Preferred session time is subject to availability at time of booking. Selected session will only be confirmed upon receipt of full payment;
2. Group session consists of a maximum of 6 participants;
3. Private session consists of one registrant with a maximum of one accompanying guest;

**Workshop Cost:**

2 Hour Group Session:     **\$ 30.00**  
2 Hour Private Session:    **\$ 250.00**

**Terms & Conditions:**

**GST:**

All figures stated above include 10% GST.

**Payment Terms:**

Full payment required no later than 7 days prior to workshop session.

**Date Change:**

Additional 20% surcharge.  
No date change will be permitted if less than 3 days prior to workshop. In this event, it will be treated as a cancellation. New session time is also subject to availability at the time of change.  
Applicable surcharge is payable when date change occurs.

**Cancellation:**

A booking made with payment is non refundable.

**Additional Costs:**

In the event additional consultation is required by the Registrant, beyond the stated session duration, a standard hourly consulting rate of \$120.00 (excl. GST) will apply. Extended time is subject to availability at the time of booking.

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RACV City Club standard parking rate = \$13.00/hr and is subject to availability. For further information, please contact the company on 1300 501 501.

## **BOOKING INSTRUCTIONS**

**Workshop Title:** “Effective Ways to Grow and Nurture Your Customer Base”

↳ To attend, simply follow the three steps below:

1. Register your preferred session time via:
  - a. Online: [www.creativeentrepreneur.com.au/bookings.html](http://www.creativeentrepreneur.com.au/bookings.html), or
  - b. Phone: **1300 255 313**
2. Wait for an ‘acknowledgement of registration’ via email.
3. Upon receiving an acknowledgment, forward your **full payment** to us using the payment options below.

↳ Payment Options:

1. **EFT:** National Australia Bank / BSB: 083-352 / Account: 79-684-4216.  
Please quote reference: “*Workshop*”.
2. **Cheque:** Please make cheque payable to: “*Creative Entrepreneur*”. Send cheque to: “*PO Box 732, North Melbourne, 3051, Victoria*”.
3. **PayPal or Credit Card:** Pay online via secure *PayPal* system.

**PayPal**



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↳ **FULL PAYMENT IS REQUIRED NO LATER THAN 7 DAYS PRIOR TO  
SELECTED WORKSHOP SESSION**

↳ **FINAL REGISTRATION WILL BE CONFIRMED UPON RECEIPT OF  
FULL PAYMENT**

*We look forward to seeing you soon !*