



**Swindon & Wiltshire Growth Hub**

## **Our job, our *only* job, is to help you succeed**

The likelihood is that you've already met some of us before. We're a consortium formed through the Swindon and Wiltshire Local Enterprise Partnership, funded by central and local Government and led by "Inspire by Wessex Chambers" in partnership with Swindon Chamber of Commerce and Business West all with one aim - to help businesses in Wiltshire succeed and grow.

We provide a gateway to all available national and local business support, marshalling the best of government agency support and commercial expertise and advice delivered along with free, expert and impartial advice and direction through our team of business managers.

Our team help business through seminars and courses, networking, one to one meetings and we are always on the end of a phone



**Rob Perks - CEO of Inspire**

## **Is your business built around its strengths or its weaknesses?**

**It sounds obvious but so many businesses try to sell to their weaknesses or compete with competitors who are better than them at something, rather than sell to their strengths or where they are better than their competitors and so make life so much harder for themselves than it needs to be.**

Consider the following Five Performance Objectives and decide where you fit.

- Doing things **RIGHT** gives a **QUALITY** advantage. Is your business really good at getting things right first time, every time? You're very accurate and reliable in what you deliver. If so, your brand marketing should be about quality above anything else. You're just better than your competitors for a quality product or service so the narrative is not about price but about quality.
- Doing things **FAST** gives a **SPEED** advantage. Are you just ahead of your rivals on producing your product faster than others- it's 3 days rather than 5 for example, if so, then market speed above anything else, not price or quality although it has to be adequate of course. If you want it quick, come to us!
- Doing things **ON-TIME** gives a **DEPENDABILITY** advantage. Is your strength in getting things done on time or the time agreed with your Client? You're never late, you're totally dependable. Therefore your marketing should all be about dependability - if you want to be sure of the right product being delivered to the agreed specification, on time, then come to us.
- **CHANGING** what you do gives **FLEXIBILITY**. Are your team very good at being flexible around your product or service? The computer never says "no". You can always adjust what you do to fit your client's need. So your marketing will all be around "come to us if you don't fit the standard product or service. "We're not cheap, we're not fast but we can tailor our product to fit your need.
- Doing things **CHEAP** gives a **COST** advantage. Have you got a more efficient process than your competitors? Are your overheads less than theirs? Can you get your raw materials at a more competitive price than your competitors? If you have a genuine cost advantage over your rivals, your marketing should not be primarily about quality, dependability, speed or flexibility but about price. You're simply more competitive than your rivals. Don't come to us if you want extra fast service or flexible products but if you want a standard service at a highly competitive price, then we're your first choice.

**Sell to Your Strengths, *not* to Your Weakness!**



Delivered by

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