

your recipe for **SUCCESS** with *Cake* business matching



Cake

business matching

Cake Business Matching forms strategic alliances with small to medium sized marketing communications consultancies that require direction and ongoing commitment to the development of their growing business.

We work closely with our clients and immerse ourselves in their business operation to understand their strengths, desires, weaknesses and dislikes. Ultimately, we help position a client as an expert in their most lucrative field.

Our business relies on our client's success and so our primary goal is to build a client's new business portfolio in line with their business objectives and directional needs. We will spend our own time - as much as is needed - getting to know all about a new client in order to devise a strong short, medium and long term new business development strategy that is tailored to meet their individual requirements.

Cake Business Matching doesn't profess to have magical ingredients that will transform your bottom line overnight – we're realistic, hard working and refreshingly, we are not salespeople.

We DO have a lot of sales-related experience, yet this is twinned with new business marketing expertise.

We understand all forms of marketing having partnered with a full range of marketing communications consultancies since 2005 and therefore, we can comfortably speak your language and over time, successfully build relationships with your prospective clients understanding what their purchasing drivers are and when they are in the market to buy/review to ensure your agency will be in front of their mind.

We approach your target market as if we are an integral part of your organisation as that is certainly what we become.



helpmegrow@cakewbusiness.com
Speak to us; 0845 626 2200



Our client relationships work as our mutual success is most definitely a team effort and where close communication is key. **Cake Business Matching** possesses certain points of difference that stand us apart from the competition; you'll realise that when you meet with us.

And by the way, unlike others we won't tie you into a contract – we are entirely flexible to suit you and your needs and our day rates are attractive. Did we mention that to date every client to come on board has at the very least covered their costs within a 3 month period? Of course this would just be the beginning...

Services include;

Pitch, positioning and presentation review . Marketing collateral assessment
Target market segmentation . campaign planning
Lead generation . Prospecting . CRM management
Client audit projects . *Regular evaluation* . Tailored reporting . *Research projects*

Forward thinkers should be planning for new business more than ever when the competition is being rocked as opportunities to have your cake and eat it are in abundance. **Cake Business Matching** is a recipe for success.

Why not take up a **complimentary review** of your current business development status? We'd be delighted to hear from you.

Cake Business Matching is located in The Weald of Kent and can service aspiring agencies anywhere in the UK.



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