

Peace of mind for business owners

P&A Accountants Ltd. Registered in England No. 3720886
Director: Alex Howarth ACA

Bob Bowley
Principa
2nd Floor
The Portergate
Ecclesall Road
Sheffield
S11 8NX

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Dear Bob

Towards Awesome Service - An Important Tool

Having used Towards Awesome Service (TAS) for a number of years now I find it a valuable tool in helping our clients develop.

The whole structure of the programme, the delivery and the workbook lends itself to improving organisations, developing individuals and inspiring the Business owner to strive for greater heights.

Every time I take a client through the programme I learn a lot more myself and it inspires me to continually improve my business as well. That is a fantastic spin off.

As the facilitator of the session the programme is easy to work with, comprehensive guidance is provided and importantly the thing to remember is that as the facilitator you do not have the answers, you are there to tease the answer from the Business owner and their team.

What do we as a business get out of it:-

1. Satisfied clients
2. Clients buying in other services, example being following implementing TAS, Phone Right, and some work on mission, vision values the client has signed up for quarterly Business Development meetings.
3. Client becomes an advocate and an important part of our referral sales process.
4. Implementing good practice into our business due to continually using the programme.

In summary, TAS provides a great stepping stone in delivering long term business strategies with our clients.

Testimonial From Client

Broughton Laboratories Limited

Following the significant changes experienced by Broughton Laboratories during its first five years in business, we wanted to assess the strategic direction of the company and as a team, agree on the guiding values that would help us make decisions to steer the correct course in the future. We had looked at several off-the-shelf leadership and management training programmes offered by consultants but never quite felt comfortable with the format and the real benefits we would get out of it.

We discussed our dilemma with Paul Mason at Pearson and Associates, whom we had worked with for several years for accountancy and training support, and we became very interested in the business development programme proposed by Paul. After significant consideration we opted with the company development programme with Paul Mason and what can I say, outstanding!

The programme is designed to help companies deliver outstanding performance from strategic planning to how to

communicate correctly on the phone. The five members of the strategic management team at Broughton Laboratories took part in the programme which stretched us beyond our expectations. These sessions facilitated by Paul at Pearson and Associates were the perfect environment to challenge our purpose in the commercial world and ultimately the direction of the company moving forward. We would not have been able to do this as an internal project. The ability to get out of the office as a team and have a skilled facilitator like Paul is crucial to get the most out of this type of exercise.

The programme we went through has helped us clarify our vision, mission and core values which trust me was not as simply as it sounds! That led to the development of working business plans with clear communication channels across the business. We now have a clear direction towards outstanding business performance and will continue to work with Pearsons to ensure we stay on course.

Dr Paul Moran

Regards,

Paul Mason