

# PROGRAMME MENTOR



**Andy Edwards**  
Behavioural Psychologist &  
Business Growth Consultant

Andy Edwards has 25 years experience in consulting, training and coaching many hundreds of business leaders.

## 2. BUSINESS GROWTH PROGRAMME

Increase your veterinary practice's turnover and profitability.

Learn the tools and techniques to grow your turnover by a targeted 48% over a period of 12 to 24 months with little if any extra marketing spend.

A series of 6 management and leadership, training & mentoring days over a 12 month period to help:

**17th July 2019**

Commercial awareness and strategic focus

**18th September 2019**

Attract new business through effective marketing

**20th November 2019**

Increase higher value sales – educating clients to make informed buying decisions

**15th January 2020**

Increase frequency of purchase – customer service for profit

**18th March 2020**

Improve client retention – ensuring clients stay with you

**20th May 2020**

Develop a tech savvy practice – a special session on social media and digital marketing

### Venue

ect.venues Bishopsgate Court, 4-12 Norton Folgate, London, E1 6DQ

£3000 +VAT (second delegate £1500 +VAT)

Take part in both the Leadership & Growth programme for £5000 +VAT  
(second delegate £2500 +VAT)