



CRICKETT
SOFTWARE
LIMITED

Start and run a software consultancy

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Introduction

- Who are we?
 - Two brothers, John and Tristan Crickett.
- What is Crickett Software Limited?
 - Internet Business Consultancy started 9/11.
- What are we going to tell you?
 - How to start and run your own software consultancy.

*We will be happy to talk to
you after the presentation.*



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Going Into Business

- Why would you go into business for yourself?
 - To be in control of your own destiny.
 - To make more money.
 - To have more free time.
 - To spend more time at home with your family.
 - Because it's a challenge.
 - Fun and satisfying!

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Going Into Business... continued.

- Why wouldn't you go into business for yourself?
 - You lose the predictability of your income.
 - Risk of failure, financial risk.
 - Starting your own business requires ALL your time.
 - Less time to spend with friends and family.
 - It's a challenge!
 - Hard work, can be frustrating.

*Less free time for
friends and family.*



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Ok I want to, but how?

- Create a legal entity for your business.
 - Limited Companies.
 - Partnerships & LLP's.
 - Sole Trader.



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Ok I want to, but how... continued?

- Taxation issues.
 - Limited Companies.
 - Partnerships & LLP's.
 - Sole Trader.
 - You must inform the Inland Revenue.

*Remember to tell
the taxman.*



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Ok I want to, but how... continued?

- Funding, what do you need?
 - Start-up costs.
 - Living costs for 6 - 12 months.
- Where can I get funding?
 - Savings.
 - Friends and family.
 - Banks and other Investors.



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Who can help me with my business?

- Inland Revenue.
- Business Link.
- Accountants.
- Solicitors.
- Other businesses advisors.
- Other similar businesses – Often the best!

*Find the RIGHT
advisors!*



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What would I do?

- What am I good at?
- What am I interested in?
- Identify a niche for yourself.
- Decide where you want to be in 1, 3 and 5 years time.
- Write a Business Plan.

Failing to plan is planning to fail.

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How do I tell the world I exist?

- Branding.
 - A brand is not just a logo it is:
 - ✓ A corporate identity.
 - ✓ A set of values.
 - ✓ A perception of your business.
 - Create a brand by:
 - ✓ Logo.
 - ✓ Behaviour.
 - ✓ Positioning.
 - ✓ A hook.

Your brand should stand for something.



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How do I tell the world I exist... continued?

- Public Relations.
 - Write letters to the trade press.
 - Write for the relevant trade magazines – CVu and Overload!
 - Write for relevant trade websites.
 - Write a book.
 - Public speaking.
 - Get known in your target community.

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How do I tell the world I exist... continued?

- Advertising.
 - Get the brand know.
 - Advertising can help to get press coverage.
 - Attract enquiries.
 - Where to advertise?
 - Test your adverts, monitor ROI.

*Advertising in trade directories
and relevant press.*



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Finding customers

- Advertise in the relevant press.
- Website, get a good website online and promote it.
- Flyers and Mailshots.
- Cold Calling.
- Networking.
- KIT - Keep In Touch.



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People Buy People

- Cold calling is intimidating / unpleasant!
- Distance marketing has a very poor ROI.
- Relationship marketing (Networking) works!
- As a consultancy you are selling skills, values are your differentiator.

*People buy from people
they trust.*



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Networking

- Why network?
 - Relationships with possible clients, partners and suppliers.
- Where to network?
 - FSB, BNI and BRE.
 - Chambers of Commerce.
 - Trade shows and conferences.
 - Everywhere!

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Networking... continued.

- Who to network with.
 - Anyone, and everyone, don't prejudge.
 - Make it count.
- How to network.
 - Introduce yourself.
 - What you do – 30 second elevator pitch.
 - Ask questions!

*Networking is about
relationships.*



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Making a sale.

- Sell benefits and solutions, not features.
- Understand their problem, and propose a solution.
- Set your price.
- Negotiate, but negotiate on features / extra's not on price.
- Present a proposal and get formal acceptance, preferably via a purchase order.
- Have some standard Terms and Conditions of business.



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Price.

- You are an expert, so act like one.
- You can not afford to be cheap!
- Calculate your price as part of your business plan and stick to it.
- $\text{Price} = \text{Target Turnover} / \text{Num of Sales}$
- Understand your cost of sale.
- Compare your price to your competitors and industry.

*Determine your prices in
the business plan.*



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Doing the work.

- Just do it – you're the expert!



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Getting paid.

- Deliver what you promised.
- Get acceptance in writing.
- Make it easy for customers to pay you.
- If required send payment reminders.
- Chase late payments.
- Understand the Late Payment Act, and be prepared to use it.
- Don't be afraid to lose bad customers!

Get paid!



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In conclusion.

- It's hard but satisfying.
- Plan, plan and plan.
- Make sure you have sufficient funding.
- Invest in your brand.
- Make yourself known.
- Go do it!



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Any Questions?

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