



GIVE YOUR BUSINESS

THE EDGE

Destination Ready Program

Energise your business

Put your business under the microscope, discover untapped opportunities and elevate it to the success it deserves.

Businesses based in the City of Joondalup are invited to participate in the Destination Ready Program which will focus on boosting your sales and marketing capability. If you have been established for more than 12 months, have less than 20 employees and are up and running on the web and social media please get in touch.

Working directly with our industry specialist, businesses will gain marketing and sales insights over a series of bespoke one-on-one sessions and group workshops. Participants will review all aspects of their business to uncover its unique strengths and will take away a tailored audit of their operation with implementable recommendations.

Topics will include:

- Discovering your unique selling point.
- Determining business peaks and troughs
- Assessing your digital position
- Creating customer loyalty
- Collaborating with complimentary businesses
- Driving new revenue channels
- Achieving 'cut through' in a highly competitive landscape



Presenter – Verity Nelson

With a career spanning 20 years across Western Australia in hospitality, tourism and business development, Verity Nelson displays a natural flair for marketing and sales. She has a deep understanding of product development strategies and destination marketing to maintain sales pace and drive revenue. Her ability to 'think outside the square' with an analytical mind captures her unique approach to troubleshooting and helping businesses thrive and grow in these challenging economic times.



Business Ready Program Information Session

The City is hosting a sundowner-style networking event at Joondalup Reception Centre on **Thursday 8 April 2021** from **4.00pm – 6.00pm**. This event will showcase the Business Ready Programs (Digital Ready, Global Ready and Destination Ready) and provide information on what you can expect from participating.

- Meet the facilitators of the Business Ready Program.
- Hear feedback from businesses who participated in the Business Ready Program in 2020.
- Network with fellow Joondalup Businesses

Register now at joondalup.wa.gov.au

Dates: Mid-April through to Mid-June

Venue: Group sessions (Session 1 & 5) Venue to be decided.

Individual sessions (Sessions 2, 3 & 4) are held at participants premises (or via video/phone)

Cost: This program is funded by the City of Joondalup. There is no cost to businesses to participate.

For more information or to apply, contact the City's Economic Development team at **9400 4253** or business@joondalup.wa.gov.au, or visit the City's website, joondalup.wa.gov.au

Program Details

- | | |
|---|---|
| Session 1
(Group Session) | Discovery Session – Size doesn't matter!
This group session is about unpacking common misconceptions about marketing and sales. Some common mistakes and barriers small businesses experience and delves into how size really doesn't matter! |
| Session 2
(Individual Session) | Where the bloody hell are you?
What is your current market position? Identify customer pain points and impediments to enquiries, registrations, bookings and sales. Generating customer loyalty and repeat visitation. How visible are you – no time for hide and seek! |
| Session 3
(Individual Session) | Making Money Easier
Determine your business peaks and troughs. Create pricing strategies and target shoulder periods. Upselling and yielding your product/services to maximize sales opportunities. Sales campaign strategies to increase mid-week and weekend traffic including events, seasonal campaigns and online pricing deals. |
| Session 4
(Individual Session) | Let's Get Social
Social media is here to stay whether we like it or not. Discover social shortcuts that are timesavers and how to make your pages work for you. Harness the powers of social media to reach your customers. Increase business visibility and use it as a powerful sales channel. |
| Session 5
(Group Session) | Discovery Session – Sharing and learning
A discussion to share and discuss key takeaways and insights. Where to from here and the first steps in implementing the developed strategies to affect change for your business. |