

# Glyn Moore

## A day in the life of an IBS Business Advisor

Kent based business advisor Glyn Moore, shares with us a typical day in his life as an Icon Business Solutions franchisee



**06:45** Arrive at Tenterden Business Network International (BNI) chapter meeting. I am the Educational Coordinator and today is a guest breakfast with the goal of recruiting three new members. I have two guests who are prospects as well as Judith who works with me two days a week. Judith is an aspiring business advisor. I touch base with three chapter members who are clients. Then we move onto some serious networking. Judith cinches a meeting with an Entertainments Agent and I hook up with a Lawyer and arrange a meeting (potential strategic alliance). The BNI area representative reports that Tenterden is now Kent's best performing chapter and third best in the UK! This helps inspire four guests to join so we beat our target. One of my clients, who is an accountant gave me two referrals for new business. I finish the meeting by agreeing follow up calls with Judith.

**08:45** I head home to prepare for an 11.00am sales meeting with a printing company. It's the second and final meeting and I have told the two partners that I'm coming down to start work on their business. My franchise support manager gave me some great advice regarding how to frame the sale. They have received a written proposal which included the investment level and payment plan. I take some time to review it pre-meeting. It is imperative cashflow improves, so my focus is on the financials.

**10:00** Arrive in New Romney for coffee with the Director of the nearest BNI chapter and fellow business owner. I invite him to my next seminar. We have already agreed that we should refer more business to each other so make sure we both have an understanding of our respective businesses. I give him a referral straight away which helps to cement our relationship.

**11:00** Sales meeting starts with partners at the printing firm expressing some doubts. Cash is a challenge and sales have been slow, so they are considering starting the program at a later stage. I remind them why I'm here – to help. They look at one another and with these immortal words from one of them, they sign up:-

"We're like King Canute and the tide is coming in. It's time to move the chair"

**12:20** It's time for one of my favourite business activities. Banking a deposit cheque!

**13:00** I return home and call my franchise support manager to report the sale. I thank him for attending my first meeting with the new client and for his support and advice. We talk through the next step in the process.

I write emails to the contacts I met at the morning network meeting. I send the Entertainments Agent a pre-consultation questionnaire and the Lawyer a pack of info. I call another potential Strategic Alliance partner and fix a meeting for a weeks time.

**13:45** Wendy my wife is home from work and we have lunch together. I never did this before I joined IBS. She's delighted at the news and looks forward to meeting one of the partners at a musical drama night I'm hosting for clients and prospects.

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**14:30** I pop "Dark Side of the Moon" on the media player and check inbox. A client has sent a draft mail shot and I phone her with some improvements. I prepare for my Wednesday consulting session with my accountant client. We will be going through the last evaluation set results and preparing him to complete financial and legal sets.

**15:30** It's time for some Personal Development. I finish a book called 'Raving Fans' loaned to me by a fellow franchisee. It's a great little number. I ponder today's lessons. 1. Don't collude with prospect's problems or they won't become a client. 2. Once again realise that networking is actually two words. 3. Work to a structure. This was a perfect Tuesday that has exactly followed my weekly plan (another good idea from IBS). I redraft the 60 second commercial that I use to explain my business to new prospects, to keep it sounding fresh.

**18:00** Spend quality time with Lucy, my teenage daughter, have a Chinese take away and watch the Simpsons (Wendy at college – can't be bothered to cook!).

**21:00** Receive pre-arranged call from John Byrne a franchisee that I trained with. We share opportunities, challenges and talk about the 'Dragon's Den', a must see programme for business advisors and the reason we agreed a late call time.

**22:30** Wendy gets home and we talk about the day over coffee (for her) and definitely the penultimate glass of wine for me. Then to bed - Wealden Business Group weekly network breakfast tomorrow followed by one of my weekly golfing sessions with friends.



For further information on how you can become a Business Advisor with IBS then visit [www.iconbusinesssolutions.co.uk](http://www.iconbusinesssolutions.co.uk) or [www.iconbusinesssolutions.ie](http://www.iconbusinesssolutions.ie)

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