

## **ABOUT TRAFFORD CLUB MEMBERSHIP**

**Why Club Membership Is Right For You**



## Trafford Values

We believe in three key values which are embraced throughout our organisation:

### **Integrity**

Integrity of purpose and practice is the foundation of our business. We expect our people to demonstrate integrity in everything they do, both in their work for the company and in their personal lives. We seek members who share this value.

### **Responsibility**

We take responsibility to ensure that the needs of all members are met, and that we do what we promise. We accept it is a joint responsibility between ourselves and our members to ensure the success of each and every group.

### **Excellence**

We take pride in the quality and professionalism of our work. We are determined to achieve excellence in everything we do and seek members who do the same.



## Our Networking Philosophy

With these values in mind, we believe that networking is a long-term investment in relationships. Through good relationships comes trust and confidence.

### Our networking philosophy

- ❑ **It takes time to build trust**
- ❑ **Whatever you sow is what you will reap**
- ❑ **Your objective is larger than the person in front of you**

This philosophy, with our values, directs and grows our networking groups. It ensures that only people of the highest calibre who respect this philosophy will be part of any Trafford group.



## Why your colleague joined Trafford

You have been invited by an existing member because they believe you will benefit in the same way they have.

1. They wanted to invest in the generation of new business opportunities.
2. They wanted those new opportunities to be with established companies – businesses who have a need and the resources to use their services.
3. They wanted to be part of a group whose members all had the type of contacts they were looking to make.
4. They wanted to be the only company in their sector recommended to those businesses.



**But aren't there  
better  
alternatives  
than  
networking?**

**No marketing! Conserve cash!**

Keep your cash for "essential" business expenses rather than investing in new business development

**Advertising**

Invest in printed media advertising to generate new business

**Directories & Websites**

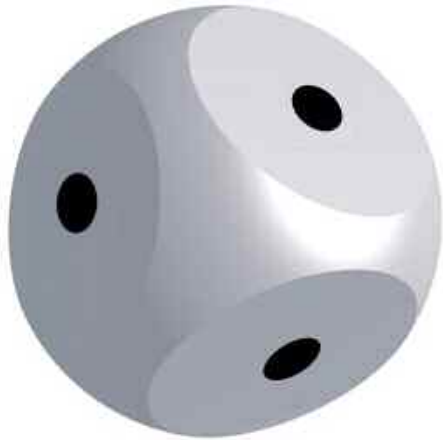
Rely upon a phone book listing, business directories, and your website to generate new business

**Keep current business going**

Devote all your resources to current customers and existing business

**Focus on quick payback**

Focus on developing immediate revenue rather than developing relationships for future revenues



**Do these  
options seem  
more appealing  
than  
networking  
because**

- ❑ you don't see networking as "transaction-oriented" and you feel it is more time-consuming
- ❑ you feel networking is an artificially pressured environment which "manufactures" fake leads for fellow members to meet a quota
- ❑ your experience is that networking organisations leave members to themselves and don't help people who are not natural networkers.

**Whatever your perceptions in the past, we assure you that Trafford Enterprises is very different.**

**Thinking through your alternatives...**



**Thinking through  
your alternatives:  
Conserving  
Cash**

We believe in the importance of careful use of scarce cash resources, but no farmer would dream of failing to reserve some of this year's seed to plant for next year's crop.

Any business must balance its efforts to generate production with investment to maintain production capacity.

**Trafford Enterprises membership is an investment in "next year's crop". It is an investment to maintain your capacity to generate new business.**



**Thinking through  
your alternatives:  
Advertising**

Advertising in the printed media has an important role for large companies who can achieve valuable economies of scale. But smaller companies do better by being able to achieve visibility with, and access to, key business decision makers face to face.

**Trafford Enterprises gets you directly in front of hundreds of people each year who can refer you to their contacts or are potential clients themselves.**



**Thinking through  
your alternatives:  
Directory  
Listings and  
Website**



A phone book listing and a website is too passive and invisible to most of your potential customers to be relied upon to generate business on their own.

Again, Trafford Enterprises gets you directly in front of hundreds of people each year who can refer their contacts to you or are potential clients themselves.

Not only that, but we list you as a quality accredited member in our widely circulated business publications, not just an anonymous listing in the phone book.

**Trafford Enterprises helps drive customers to your website rather than them having to find it themselves.**



**Thinking through  
your alternatives:  
Keep Current  
Business Going**

Current business has to be executed well, and existing customers have to be looked after. But if little time is devoted to new business generation, your business is vulnerable to unexpected changes in established relationships and circumstances.

**Trafford Enterprises membership is an investment in diversifying risk and opening new opportunities for growth. It is an investment to protect your capacity to generate business against the inevitable changes that hit us all.**



**Thinking through  
your alternatives:  
Focusing On  
The Fastest ROI**

We all like the satisfaction of a quick sale and a rapid return on investment. But if our time horizon for generating new business is too short, it will cultivate attitudes and behaviours which undermine trusting and lasting business relationships.

**Trafford Enterprises encourages a longer term horizon over which to measure the return on investment.**

**Trafford Enterprises provides you with the means and motivation to develop long term relationships which weather economic cycles and endure through difficult circumstances. Through Trafford Enterprises, your long term return on investment will vastly exceed the short term return.**



## **Belonging to the Trafford community**

Trafford Enterprises believes in the value of community in business, but it is not a social club in which business generation is a haphazard and sporadic bi-product of its events.

**Business generation is expected and experienced as the predictable fruit of trusting business relationships.**

The business done by members is monitored by Trafford Enterprises in order to ensure we are delivering the service we have purposed.

Trafford Enterprises strives to create an environment in which the values which unite and support families are reinforced among its members. Those people attracted to Trafford Enterprises recognise and cherish the same values and draw others into the organisation.



**Quality  
introductions,  
with integrity  
and purpose**

Trafford Enterprises believes in the integrity of everything it does - including the networking and relationship-building process.

This means we are not in the business of pressuring members to fabricate business leads for other members in order to meet a mandatory quota.

**Our philosophy recognises that sincere referrals and introductions come from a trust and willingness to promote the interests of others.**

**In Trafford Enterprises we put the burden on ourselves to provide such an exceptional service, that members willingly introduce new members to the organisation and thereby increase everyone's opportunity to generate business.**



## Individuals in a group

Trafford Enterprises believes in the uniqueness of the individual.

We recognise that business people are different, and some have personalities which find the process of networking more unfamiliar than others.

**Trafford Enterprises makes a unique effort to make networking accessible and comfortable for every personality type through its range of networking formats and events.**

We also believe in providing support and counselling to members rather than merely hoping that the process is working for them.

We believe that you will be surprised and impressed by what you experience. We are delighted that one of our members has invited you to visit their Trafford group.



## How Club delivers

- ❑ It provides the ability to work with companies who specifically target the same size of clients as each other – meaning everyone can help each other.
- ❑ It targets the domestic market and small to medium sized companies
- ❑ It introduces members to a community of companies who were carefully vetted to ensure their suitability for being part of a Club group. Quality versus quantity.
- ❑ It provides partial exclusivity. Once you are associated to an area, guests will not be able to attend. However, members from other areas may visit your meeting – as may you go to their meeting.



## **How to book your place**

The member who has introduced you will pass us your details and we will call you shortly to confirm your reservation.

However, if you prefer, please do call us free on 0800-083 9098.

We look forward to hearing from you!



## How to contact us

You may contact the  
Trafford office as follows:

T: 0800-083 9098

E: [enquiries@traffordenterprises.co.uk](mailto:enquiries@traffordenterprises.co.uk)

A: South Hatch  
46 Burgh Heath Road  
Epsom  
Surrey KT17 4LX