

## **What is madness?**

**"Doing the same thing again and again, but expecting a different result."**



**WANT MORE? EXPECT MORE!**

**Do something different!**

**And get a better result.**



**Trafford Focus Networking**

A warm welcome awaits.

## Why are we contacting you?



We have contacted you because we help companies, including those in your profession, form valuable and successful new relationships with people who can significantly help one another generate quality new business.

Provided there is a good alignment between our two organisations, we want to show you how we achieve this by inviting you to one of our Focus dinners.



## So, who are Trafford Enterprises Ltd?



Trafford Enterprises is a B2B networking organisation that focus solely on the building of meaningful relationships and generating quality business.

Trafford is a community of the highest calibre professionals, who all share a common set of values, ethics and principles. Membership is strictly by invitation only.



## What is "Focus" Networking?



A Trafford Focus meeting consists of a carefully selected group of companies who work with medium to large sized companies, meeting once-a-month to focus on the generation of high net worth introductions.

**We bring together the right people, with the right contacts,  
to deliver the right result. Focus delivers – It's that simple.**



## **Will Trafford work for my business?**



Let us answer that question, with a question! **How do you buy a haircut by post?** Answer: You can't, not really. You have to go to the hairdresser, let them style your hair to get the result you want. The only way you can truly find out if we will work for your business is to come along!

**Visit the group. Meet the members. Experience the format.  
And see for yourself, first hand, just how effective our format is.**



## How do I know if the members can help me?



**You don't!** Not unless you come along to find out! Anyway, an equally important question is "**How do the members know you can help them?**" – and the same answer applies – there's only one way to find out!

Plus, all guests complete our Guest Booking Process, which will help us ensure an alignment of interests and that only the right people attend our meetings.



**How many people am I likely to meet at this event?**



**It will vary between an intimate group and 20 people.** We do not allow our groups to get any bigger than 20 members. **If you work with 20 people who have the right attitude, the right contacts, and share a common networking philosophy, the group will deliver phenomenal results.**



**If I were to join, how quickly  
would I see a return on investment?**



**We're very pro-active** and our priority is the building of relationships, trust, and confidence – and that takes time. Quality and meaningful business will then follow naturally.

**Our unique approach to networking, when utilised correctly, will greatly enhance the opportunities the group will be able to find for you.**



## How do I know if I share the Trafford values and principles?



**People who are not aligned will not be attracted to our proposition and put off by our careful selection process. So, if this opportunity appeals, then we're already on the right road! If you are invited to join, we will also carefully take you through our expectations of our members. You can read more about our values and principles on the Trafford website.**

We want not only for Trafford to be a very successful resource for your business, but also for you to truly be part of our community – an alignment of values helps to ensure this.



## What is the format on the evening?



**It is a relaxed, yet focussed approach.** The host will welcome you upon arrival and over pre-dinner drinks we will introduce you to some of the members. Later we will take part in our Strategic Networking format, which helps to focus the group on how to help one another, and finally we will enjoy a fine three course á la carte dinner together, so we can take the time to continue to build those relationships and to get to know one another.



## **If I enjoy the evening, how do I join Trafford?**



**Membership is strictly by invitation only.** We will contact you within 24 hours of the event to let you know the decision of the group.

If you are invited, you will be sent a proposal for membership, and our MD will meet you to ensure a perfect alignment of interests for all concerned. The offer will be open for a maximum of 30 days as we are looking for focussed and driven people.



## What is the investment required?



**There is a one time joining fee of £397 + vat. Thereafter, a monthly subscription of £100 + vat per month is payable.**

This is a nominal investment for the level and quality of leads generated. Companies who genuinely work with the size of companies we introduce at these meetings agree too. Oh and as for value-for-money – wait till you find out just what we bring to the table when you join – you will be impressed.



**How do I book my place? And I have another question!**



**Call 0800-083 9098**

**And ask to speak to our Guest Co-Ordinator.**



**So, what is the definition of madness?**



**Not giving this a try!**

It's free to attend the first meeting.

You'll be made to feel very welcome and you'll have a great time!

**What do you really have to lose by coming along?**

**Nothing and everything to gain!**



**So, what is the definition of sanity?**



**Well that's easy! Pick up the phone and book your place now!**

**0800-083 9098**





Enhancing Businesses



**Focus Groups are part of the  
Trafford Enterprises Networking Community**

**Trafford Enterprises Ltd**  
**South Hatch**  
**46 Burgh Heath Road**  
**Epsom**  
**Surrey KT17 4LX**

Switchboard: 01372-748110  
ASK TEN+: 0800-781 3757  
**Booking Line: 0800-083 9098**  
Fax: 01372-726010  
Email: [enquiries@traffordenterprises.co.uk](mailto:enquiries@traffordenterprises.co.uk)  
Website: [www.traffordenterprises.co.uk](http://www.traffordenterprises.co.uk)

**See what our members say by visiting our website at  
[www.traffordenterprises.co.uk/testimonials.htm](http://www.traffordenterprises.co.uk/testimonials.htm)**