



Mentors' inspirational ideas keep firm on upward trend

Client

CK Leafleting Ltd

Leaflet House, Chatterley Whitfield Enterprise Centre,
Stoke on Trent ST6 8UW

Activity

Door-to-door direct mail distribution

Mentor

Andrew Wagg and John Smart

Programme

Let's Do Mentoring managed by the Business Broker Project



CK Leafleting directors Philip and Julia Isaacs

CK Leafleting Limited was established at the start of 2005 after Philip Isaacs – who had been involved in door-to-door distribution for a national company – recognised there was a gap in the market for a reliable, efficient direct mail delivery company to serve the needs of the local business community.

From the outset Philip – who had a background in sales and management – intended that his company would set itself apart from competitors in the leaflet distribution industry by offering a high standard of customer service, employing its own locally-based direct workforce and implementing policies in areas such as employment law and health and safety.

Integrity within the company, how it treats its employees and how it serves its clients are key parts of his business philosophy. He's meticulous about serving clients efficiently and proud the business is carbon neutral.

But Philip also realised that additional support from a business mentor would add a whole new dimension to his own abilities and those of his fellow director, wife Julia.

"There's absolutely no doubt that the input from our mentors has been instrumental in our achievements so far. We just wouldn't be where we are today if it wasn't for the inspiration and guidance we have received from our business mentors," says Philip.

Over the past two years, CK Leafleting has benefited from the support of two of the mentors on the Let's Do Mentoring team, Andrew Wagg and John Smart.

Andrew encouraged Philip to consider his business model and introduce structure into the business.

"Andy's input was very, very important to us – a lot of the business structure we have now is down to him," says Philip.

One of John's key achievements has been to

challenge Philip with new ideas and encourage him to 'think outside the box'.

"John is phenomenal, he has been simply inspirational. I like being challenged and John has done just that by getting me to look at things in a different way. For example he suggested the importance of customer feedback and we are now making good use of information from customers.

"You have got to be prepared to take on board new ideas and move forward, otherwise the business will die."

Mentor John Smart agrees. "To benefit from mentoring, one has to have an open mind and be open to challenge – Philip has both of those qualities," he says.

The support of mentors has seen CK Leafleting maintain a steady growth in turnover of about 25% per year. Now with a total workforce of 19, the company is handling around 180,000 direct mail items per week ranging from leaflets to magazines. Its distribution network covers an area of some 300,000 homes from Stafford in the south to Knutsford in the north.

The continued growth means the company

has outgrown its offices at Chatterley Whitfield and is now looking for larger premises. At the same time it is introducing tracking technology to give clients real-time information on the progress of their mailing distribution.

Positive outcomes

Employment

Workforce increased to 19 at present - business is outgrowing its current base and looking for new premises

Sales

Turnover continues to grow by 25% a year

Organisation

Business structures have been strengthened and new initiatives begun, including use of customer feedback

Benefits gained from input of new ideas from outside the business

If you would like to access mentoring or become a mentor contact the Business Broker Project

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