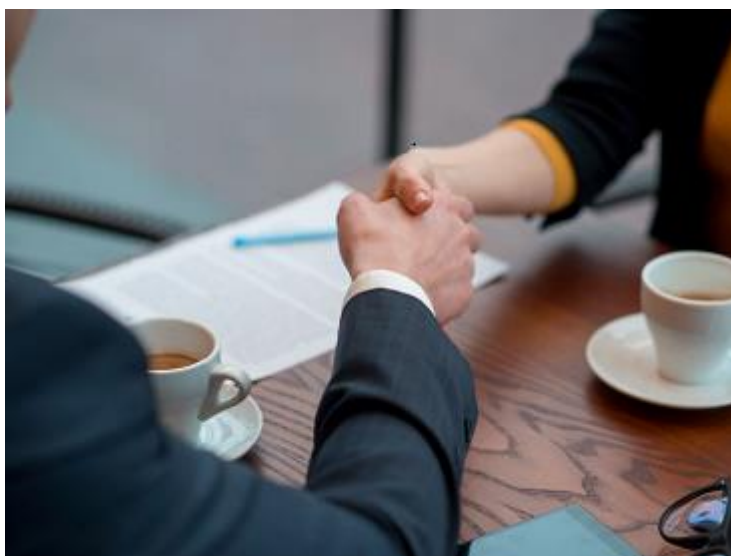


Seminar "Mastering Client Acquisition Strategies"



Registration Method

Interested persons are welcome to attend.

Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) on or before
29 November 2023 (Wed) 12:00 noon.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

An efficient client acquisition strategy is crucial for success in business. In this seminar, business coaches will analyse past and present marketing and client acquisition strategies, introduce the concept of sales journey modeling, and explain how to accelerate the development of "know-like-trust" relationships with clients. The speakers will also share their experience in establishing a million-dollar coaching and consulting business during the pandemic even with limited funding and social network, with a view to assisting SMEs in effectively retaining existing customers while attracting new and potential clients.

Details



Date: 29 November 2023 (Wed)

Time: 3:30 - 5:00 p.m.

Venue: Support and Consultation Centre for SMEs
of the Trade and Industry Department (SUCCESS)
Room 1301, 13/F, Trade and Industry Tower,
3 Concorde Road, Kowloon City

Language: Cantonese

- Speaker:
- **Mr Michael Yeung**
 - Productivity & Business Coach
 - Founder of Elite Productivity
 - **Ms April Lo**
 - Co-founder of Get Client