

# Your business adviser

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**Name:** Nigel Jeffrey

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**Qualifications:**

Advanced Business Advice Training

SFEDI Accreditation

VRQ level 5 in Social Enterprise

**Specialist sector:**

Manufacturing

Business to Business

Consumer

Social Enterprise

**Key skills:**

People Management

Sales Management

Business Planning

Financial Planning

**Previous positions:**

Employed within the corporate banking sector for 27 years, Nigel has worked with businesses of all types, sizes and sectors. During his career he worked in a diverse range of management roles developing knowledge and skills in customer service, client management, sales, marketing, team leadership and people management.

Nigel then turned his experience and knowledge to help establish and deliver a business support project offering funding, guidance and advice to individuals and businesses living and working in a regeneration area. This proved to be very successful and led to a large number of businesses being established and becoming successful.

**Experience:**

As an active community volunteer Nigel has held Directorships in two successful Social Enterprises working with hard to reach groups and operating within areas of regeneration. He is still a co-director of a social enterprise operating in this same field.

Having lived & worked in Sussex all his life, Nigel has a sound knowledge of the area and local economy.

**How does Nigel work?**

Nigel has acquired a broad range of business knowledge, experience and management techniques as a result of his career and through giving business advice. He has worked with many businesses, ranging from small start-ups to large multinationals, advising clients on business planning, finance and business growth amongst other areas.

Nigel helps his clients to take an objective look at their business and provides ideas to help them sell more, meet new customers and reduce their costs. During your initial contact with Nigel he will seek to fully understand the current issues in your business. He will want to discuss your immediate priorities and long-term goals, understand any barriers to success and gain a clear picture of how your business is managed on a day-to-day basis.

This discussion will offer you the opportunity to think objectively about where your business is heading. The benefits of having an impartial sounding board cannot be underestimated and can often prove to be the key to the development of your business. After your initial discussion with Nigel, he will develop an action plan with suggestions for your business and guidance to other resources if needed. Nigel always seeks to ensure that the time he spends with his clients is of maximum value to them.

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