



Dear Fred,

I run Trafalgar Wharf in Portchester. It's a multipurpose marine, office and industrial area. It's the former Vosper Thornycroft shipyard, where Secret Boat Service stealth boats were made.

It's being transformed over the next 10 years into a vibrant business complex.

There hundreds of people and dozens of new companies thriving at Trafalgar Wharf already. And the reason for writing to you is that I am looking to establish a referral network of quality Portsmouth businesses I can refer these clients to.

My clients may at some point need your services. I'd like to know the best way to refer them to you. If you could tell me a little about your company it would help me know when I should refer them to you.

I've devised a little survey which I use to explain my business to other people and I find this helps other companies explain their services to me so that I can make referrals.

Here are my answers to this survey...

Q. How would I spot your ideal customer?

A. Trafalgar Wharf is ideal for all businesses that are looking for offices to rent, workshop space and storage from 100 sq ft to 60,000 sq ft, that want short or long term leases and easy access to the M27 next to Portsmouth Harbour.

Q. How would I best explain your uniqueness, value of your service and approach?

A. We're flexible with the leasing, we're not owned by pension funds so we can be personal in our approach and we've got a wonderful location where the sea air helps you work and relax at the same time.

Q. What might prospects say as a trigger so that I know I should refer them to you?

A. I'm thinking of saving money on office space. I need more space to expand. I need to downsize my office space. I'm selling my premises and want to rent space somewhere. Do you know any good serviced offices? I need a short-term, flexible lease, do you know anywhere?

Q. What is your marketing process once I refer someone to you?

Trafalgar Wharf, Hamilton Road, Portsmouth, Hampshire, PO6 4QB, UK
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Trafalgar Wharf Limited: Registered in England & Wales No 6671758.
Registered Office: Venture House, The Tanneries, East Street, Titchfield, Hampshire, PO14 4AR, UK



A. We make contact by phone and offer a visit to Trafalgar Wharf. If a visit isn't what the referral wants then we keep them up to date with news by email/phone/letter. This process goes on as a "forever marketing sequence".

I hope this gives you an idea of how you can answer the survey so I can pass on this information to potential referrals of my tenants and other business owners I come into contact with.

- How would I spot your ideal customer?
- How would I best explain your uniqueness, value of your service and approach?
- What might prospects say as a trigger so that I know I should refer them to you?
- What is your marketing process once I refer someone to you?

If you can let me know you are happy to receive referrals and can let me have some information and who to send referrals to that would be great.

If there are any companies that you know that are quality businesses that my clients might need, please let me know. It may be that they can be added to this referral network.

Would you like to visit Trafalgar Wharf and see behind the scenes? I'd be very happy to show you round and share my 10 year vision.

We've already transformed buildings that were derelict, had \$40M Super Yachts refurbished and established a college on site to train marine engineers of the future.

I've enclosed a single page letter that you can give to any clients who may want to get in touch. Please use this as a personal invitation to them to have a guided tour of our facilities.

Thank you for your consideration. I look forward to receiving your information.

Jonny Boys
Managing Director
Trafalgar Wharf.

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How Would You Like 3 Months Rent Free Office Space Smack Bang Next To The Sea Within 5 Minutes of The M27 Junction 12?

Whether You Are Starting Up, Growing, Or Just Want A Great Deal More for Your Money, Trafalgar Wharf makes you this unbeatable offer. Read on...

From Jonny Boys, MD of Trafalgar Wharf

- If you want to join 24 businesses that are thriving at Trafalgar Wharf...
- If you want to save thousands, or tens of thousands of pounds...
- If you want offices that are right next to the sea...

Trafalgar Wharf is right next to Portsmouth Harbour. It's part of the former Vosper Thorneycroft development. As soon as Vospers moved out, my company bought it and set about refurbishing and transforming it for business use.

Being just a stone's throw from Junction 12 of the M27 on Southampton Road means that 24 of our business offices have been snapped up.

It's a great environment, we've got free parking for clients and their visitors and the diverse range of businesses make it great for networking.

The facts and figures are that we have a 15,000 sq ft serviced office building and industrial units which range from 500 sq ft up to 70,000 sq ft.

Because we want a diverse range of businesses, whether you have 2 staff or 50 staff we hope you can consider Trafalgar Wharf. We can make this offer.

"If you want to establish new offices then [Trafalgar Wharf](http://www.trafalgarwharf.com) will pay for your office space until September 2010."

If you or any company you know can add to the diversity of our businesses at Trafalgar then please get in touch today. Or let them have a copy of this letter.

Phone me, Jonny Boys on 07771 985 137 to see what we have...



PS when you send a client our way as a referral we will make a donation to the RNLi of one month's rent. If you support a charity we will donate to them if you prefer as a thank you.

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Fred, please fill this in and send it back to me...Thanks.

Company name _____

Contact Number _____

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How would I best explain your uniqueness, value of your service and approach?

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What is your marketing process once I refer someone to you?

Finally, can you tell me of any companies that you are happy to recommend your best clients to, from the following categories of business? Please write the names of companies in the box along with the name of the person responsible for marketing.

Accountant | Financial Adviser | Printer | Web Design | Banking | Mortgage Broker | Graphic Design | Computer Support | Telecoms Provider | Office Supplies | Photographer | Insurance Broker | Electrical Contractor | IT Consultant | Marketing Consultant | Florist | Builder | Security Products | Architect | Cleaning Services | Signage Company | Travel Agent | Decorator | Business Advisor | Promotional Gifts Company | Interior Design | Surveyor | Telephone Systems | Car Sales | Computer Sales | Car Sales | Internet Services | Public Relations Company | Alternative Therapists | Events Organiser | Health Insurance Broker | Plumber | Office Machinery | Office Furniture | Car Servicing | Health and Safety Consultant | Will Writer | Estate Agents Residential | Commercial Letting Agent | Caterer | Landscaper | HR Consultant | Hotel | Employment Agency | Carpet Cleaner | Utilities Broker | Couriers | Car Hire | Car Leasing | Gardening Services | Wine Importer-Merchant | Mobile Phone Retailer | Jeweller | Book-Keeping | Removals/Storage | Secretarial Services | Personal Trainer | Hypnotherapist | Dentist | Private Doctor | Private School | State School