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## News

### One to One, Naomi Luke



One to one is a charity that supports people with learning difficulties and works with organisations that interact with people with learning difficulties. Supported by a team of six, plus sessional workers, the organisation works to provide fair access to any person with a learning difficulty.

The organisation offers a unique training programme that provides an introduction to learning difficulties where participants train alongside people with learning difficulties. The course includes communication exercises and raising awareness on how to support customers or employees with learning difficulties or disabilities. This makes the learning and understanding a unique, hands on experience.

One-to-One needed to increase its sales and marketing activities to engage businesses in its VIP (Valuing and Including People) training. This was a potential valuable source of income, vital in the current climate of smaller grants and funding being made available to charitable organisations.

Naomi Luke plays a vital role in gaining new business for the charity. She knew that to improve the organizations chances, she needed guidance and support to have the tools and confidence to market the training courses to commercial organisations and radically change her thinking from 'charity' to 'commercial'/ sales

Naomi's experience of the charity sector had not armed her with the many skills needed to create a sales and marketing strategy that could be used to approach large companies. She worked with Enterprise Enfield Adviser, Chrystelle Benkhelil to help her to understand what she should be doing.

"The adviser helped me to have a greater awareness of how to do things and how to create opportunities. I learnt to be more 'business aware'. She coached me in becoming more commercially minded and to promote the business accordingly."

Naomi attended Enterprise Enfield's Start Right training programme, a one day workshop which provides an introduction to setting-up a business. During coaching and mentoring sessions with her adviser, she also gained new insight into marketing skills, selling and understanding the concept of sales. The agency also provided a half day training session for One to One's members.

"We have started to further develop our research into the type of clients that will best benefit from our services and are starting to develop a method of business development that ensures that we are targeting them on a regular basis."

As part of raising the charity's profile, Naomi also worked with her adviser to create a new flyer which has already created new interest.

"We are still in the process of developing the business. Without the motivation of a coach, it can be difficult to maintain the momentum. Importantly though, we do have a greater awareness of how to do things and are working on how to create opportunities."

Naomi feels that the organisation is working towards enhancing the skills of members, which in the future, may lead to employment opportunities.

"Definitely seek the help of professionals! When you're starting to operate outside of your comfort zone, it's really easy to avoid the things you really must be doing - they can provide you with the information to get you going."

For more information call 020 8373 6241, 077267 700721, or visit [www.one-to-one-enfield.co.uk](http://www.one-to-one-enfield.co.uk)

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