

## Better business: greater growth

An entrepreneur has brought her telemarketing and new business development company to Cornwall and is on a mission to provide its tailor made services to businesses locally as well as internationally in order to help them grow.

### Overview

From a young age, Jackie Gregory had quite an appetite for learning. Moving up to London from Cornwall in her twenties, she wanted to try everything, and it is this drive which led to the creation of her own business - New Business Matters.

Starting out in retail management, then telesales and subsequently working her way up the corporate ladder, Jackie went onto Thomson Directories which provided the most intense and recognised telesales training in the country at the time. Jackie's skills base grew quickly over the years where she observed "wherever I seemed to work, I would develop new expertise and quickly established successful sales patterns. This led me to thinking that perhaps I could put my knowledge to better use and help other people grow their own businesses".

Jackie set up New Business Matters in 2004, providing a unique service, based on her telesales and business skills, to companies that wanted to develop their business but didn't want to take on a sales person full time. Having identified a gap in the market, Jackie has never been out of work since.

### Clients

Jackie is not only keen to make her business a success but also wants to put something back into Cornwall. She says, "I act as a door opener for people and therefore am well placed to help Cornish businesses thrive. There is so much going on in the business community down here at the moment, and the techniques I use enable businesses to expand and build-up their client base." Jackie also has an international client list. She currently works for the world's leading 3D anatomy software company selling to medical institutions around the world as well as the UK's leading portal for Asian wedding planning. In addition, Jackie sells IT training and support solutions for another client.



She explains, "While I knew my business could operate from home, I had become very London-centric and initially felt that was where I ought to be. However, after several failed house purchases in London, my husband and I went to Cornwall to stay near my parents while we decided what to do next. Business continued to grow and it quickly became apparent that as long as there was broadband, where I was based had no impact on my bottom line. My husband quickly fell in love with Cornwall and within six weeks all our plans had changed and we bought a property in Blackwater.

"I am from Cornwall, so being able to run my business from my home surrounded by beautiful countryside has been more than I ever hoped for. We are without a doubt enjoying a better quality of life. I have taken up riding and before I start work I go for a walk or a run each morning. I feel so much more alive. Now I am here, my only question would be why I didn't do it sooner!"

Business is going so well, in the next 12 months Jackie plans to recruit two graduates and on completion of their training provide a further ten businesses with her invaluable marketing services.

### Technology

Access to broadband is essential for New Business Matters. The majority of Jackie's time is spent on the phone, using voiceover IP telephone and managing large databases.

### Support

Jackie knows the importance of networking and Cornwall Pure Business has put her in touch with key networks based in Cornwall. "In London I was the queen of networking, as it is essential for my business. CPB put me in touch with a number of networks now I just need to find the time to go to them!" New Business Matters has also been supported by Actnow, through the provision of broadband.