



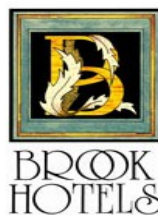
THERE HAS NEVER BEEN  
A BETTER TIME ...



# Do you...

- ✿ Enjoy building strong client relationships?
- ✿ Want to build your own business?
- ✿ Want to deliver tangible results?
- ✿ Would you like to make a difference to your client's bottom line?
- ✿ Feel businesses could be doing more towards social responsibility?
- ✿ Would you like to combine all of these with a significant earning potential?

**Then read on...**



**“Without the drive, momentum, and expertise of the Cost Reduction Company our new contract for purchase of Wines, Spirits and Beers would never have been concluded. We now have a first-class supplier, and are achieving not only savings, but also a larger volume of business.” – CHAIRMAN OF BROOK HOTELS**

# How we support you?

## A Turnkey Package

Did you answer “yes” to the questions of client relationships, tangible results and making a difference to the bottom line? The Cost Reduction Company is uniquely positioned and perfectly equipped to help businesses address the increasingly pressing and critically important issues of cost management and sustainability.

As a fully trained partner you, alongside the existing team, will be helping your clients in both areas:

- Firstly, by making significant positive improvements to their cost bases across areas ranging from utilities to telecoms, food sourcing to print management, to name just a few. We have preferred suppliers to cover all the key P@L lines.
- Secondly by offering advice and helping to develop strategies on how they might improve levels of sustainability. An important area because it can enhance their standing and perception with their clients and stakeholders, but it lays the foundations to assist them with on-going government legislation.

Do you have the ambition and drive to develop your own portfolio of clients?

Are you looking for an outlet for your skillset that, with full training plus on-going support and mentoring from CRC, can translate into a recurring and significant income stream and building your own business for the future?

**“Whether you are saving your clients money, improving their bottom line, giving them access to technology and services that they had previously no idea existed, or significantly improving their levels of sustainability, as a CRC partner you will be surprised how quickly you can build strong and rewarding relationships with clients”**

**PARTNER**

# Working smarter

## Meet our clients and see how we currently help them

CRC has acquired a portfolio of clients and case studies that reflect not just the demand from the business community but is a testament to the unique methodology, the bespoke toolkit and the modus operandi that our partners employ.

We have worked with over 50 businesses ,75 independent schools, over 25 academies, 20+ NHS and Private Health sites and a range of some of the most famous names in the UK including Lords Cricket Ground, The Grocers Company and the Cavalry and Guards Club

Why do brands like these engage CRC? Couldn't they do what we do themselves? Absolutely! It's just the fact that they haven't the time, the manpower or, most importantly, the knowledge.

What we do isn't rocket science ... anyone could do it. It's just that at CRC head office we spend a considerable amount of time researching the markets, finding the best suppliers and then carrying out the necessary due diligence. This investment pays dividends by ensuring that we consistently deliver results that are beyond the reach of most businesses.

This head office investment combined with the extensive training that you receive means that you can focus on building your own portfolio of clients, establishing strong relationships, secure in the knowledge that your advice and recommendations will deliver as planned.



People caring for people



## WE SAVED £100,000

**When we replaced the entire print / copier facilities of an organisation. CRC facilitated the purchase of 50+ units at trade prices as opposed to purchasing via the manufacturer's approved suppliers at hugely marked up cost.**

# One size doesn't fit all!

## Our Partner's experiences are all different.

One of the most important points to make about what we do at CRC is that there is no 'standard' Client. Every single one is different. Every single one has a different set of wants and needs. Every single one requires thought, consideration and application.

Which means there is no universal solution.

An example is a Partner who, whilst helping Pembroke College, Cambridge, source and install a Photovoltaic system on a grade II listed building, was simultaneously guiding Berkhamsted School through the process of replacing their entire print/photocopier facilities and working with a manufacturer on reducing their unit costs.

The same is also true with regards to your earning potential, no 2 months will be the same and your earnings are based on the savings you manage to make for your clients. We have 3 main ways of billing:

- ✱ Share of savings
- ✱ One off fees
- ✱ Subscriptions/ Commissions

As a partner you have the potential to earn in excess of £60,000 a year working full time. We have one partner who works part time and makes upwards of £25k per year, as a partner you're in the driving seat.

Remember you are building a business for the future and looking to have recurring revenue streams.



## **WE SAVED £49,000**

**WHEN WE IDENTIFIED A UTILITIES OVERPAYMENT. DESPITE AUDITORS AND BILL VALIDATION SPECIALISTS HAVING REVIEWED AND APPROVED THE ACCOUNTS, CRC WERE ABLE TO RECLAIM THE MONEY THAT HAD BEEN OUTSTANDING FOR NEARLY 6 YEARS.**

# The man behind CRC

Nigel Ward has over 30 years' experience working in business. After five years in the Army he worked as a Retail Director in Allied Breweries, working for Taylor Walker in London and Tetley Walker in Liverpool.

He then set up a consultancy in the leisure industry and helped develop several well-known brands including Pitcher & Piano Bars. It was in this capacity that he sharpened his skills in cost-reduction.

He started The Cost Reduction Company 10 years ago to help businesses, schools and clubs to reduce their day-to-day running costs and consumption. This was after identifying that finance departments were becoming more and more stretched and had less time to look at how to reduce their usage in the long-term.



Nigel wrote a book called *Using-Less Stuff* and developed long-term cost reduction processes and a sustainable program for consumption reduction called *Using Less*, which has become the key direction for his business as the concept has grown. He also developed an on-line behaviour change program which shows schools and businesses HOW to become more sustainable. He has built up a strong following in schools as they need to combine cost savings with long-term sustainable savings.

The model is very well received in all sectors of the business community from manufacturing, agencies, financial and legal sectors, as well as schools and universities.

Nigel's clients include Oxford and Cambridge University Colleges and several large Public Schools including, Eton, Bradfield and Malvern. He has also worked regularly in the fast-growing Academy sector.

He has worked with NHS Hospitals, Hotel chains and Lords Cricket Ground. Nigel has a large family of five children and is keen on sports. He can be regularly found at Lords where he is a member. He is still active on the cricket field and plays golf and tennis.

**"All in all, CRC has given me and others the unique opportunity to work together as individuals in a way that we choose. Experience has already shown that the more I do, the greater and quicker the reward but like everything else with CRC, that's a personal choice." NEIL PARTNER**

# Opening doors

## See how we are marketing ourselves to help you.

We have spent, and will continue to spend, a considerable amount of time developing, refining, updating and improving our Marketing Strategies and Marketing Assets to raise the profile of CRC as well as providing material for Partners to use as part of their marketing program.

The current Marketing Plan includes:

- ✿ A series of HTML email templates/content
- ✿ Detailed write ups of Case Studies for internal/external use
- ✿ Regular updates for Partners to use with their Clients and Prospects
- ✿ Continuing to enhance the CRC brand
- ✿ Exhibiting at various conferences including the Independent Bursars Association conference
- ✿ Continued recruitment program for Key Introducers



## WE SAVED £22,000

**WHEN WE REORGANISED THE WASTE STRATEGY OF A BUSINESS WHILST IN ADDITION TO MAKING A SAVING OF ALMOST 50% ON EXISTING COSTS. THE NEW STRATEGY HAS AS ITS OBJECTIVE A 'ZERO TO LANDFILL' TARGET WITHIN 24 MONTHS.....A FINANCIAL AND ENVIRONMENTAL BENEFIT.**

**"The Cost Reduction Company have successfully reduced the cost in our business by £200,000. We have found them very professional and thoughtful. Most importantly for us, they have worked with us in developing ideas, they have been understanding of the traditions and complexities of the organisation." BRADFIELDF COLLEGE**

# Your next chapter?

Becoming a CRC Partner and realizing the full potential of the business opportunity requires training plus an armory of supporting materials. Whilst the residential 2/3-day Training Course and on-going mentoring are critical to your success, equally important are the business tools that make life easier (laptop, scanner) together with the support of colleagues and head office.

What is included:

- ✱ 2/3-day Residential Training Course
- ✱ Accompanied meetings
- ✱ Marketing launch program
- ✱ E-mail setup with signature block
- ✱ Access to bespoke sales and marketing eCRM facility
- ✱ Business stationery pack
- ✱ Detailed Procedures and Operations Manual
- ✱ HTML Email templates
- ✱ On-going support of a Personal Mentor
- ✱ High speed scanner

THE COST FOR THIS IS £24,950 (PLUS VAT)

## WHAT'S STOPPING YOU?

If what you have read appeals, then the next step would be a conversation with our CEO and following this a Chemistry Meeting at our Head Office in Harleyford Estate between Marlow and Henley-on-Thames or on a video conference call.

The conversation and subsequent meeting will give you absolute clarity about the fit with your requirements, the business opportunity plus a clear understanding of your potential income as a CRC Partner.

We look forward to hearing from you.

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Get started on your  
journey now.

