

Sponsored by



SMME Clinic Masterclass

BREAKING THE BARRIERS TO GROWTH IN SALES & MARKETING

Brad “ChicagoFire” Watridge
A Fresh Perspective on Authentic Business
Growth

BROUGHT TO YOU BY



Practical Business Remedies

INTRODUCTION

Why many traditional approaches to sales and marketing fail to create real, lasting growth.

Setting the tone: Aligning mindset with strategy is key.

Hold the Mustard
AD AGENCY FOR SMMEs

Hot Mustard Africa
CONNECTING BUSINESSES

ChicagoFire
THE EVERYDAY SMME

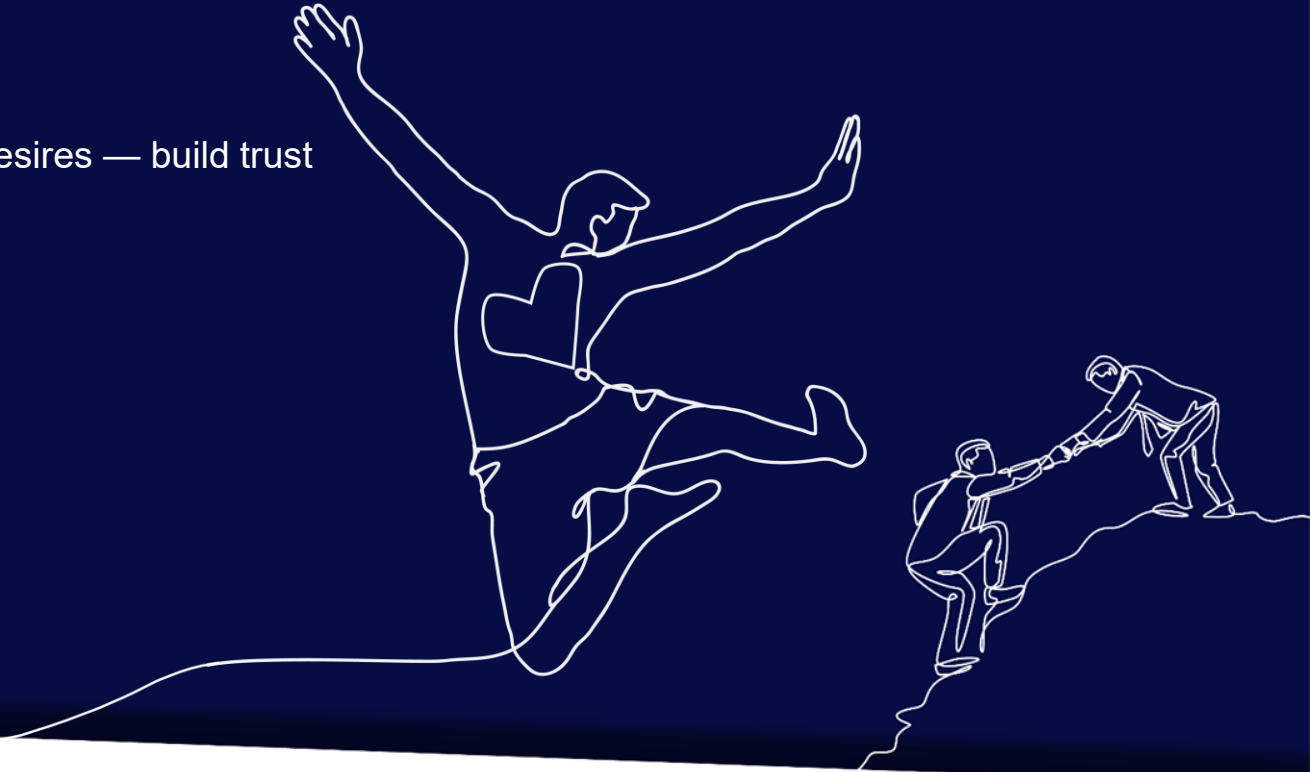
DEFINE YOUR SUCCESS STORY BEFORE YOUR STRATEGY

Success isn't about chasing every sale — it's about alignment and purpose.



BEYOND DEMOGRAPHICS: KNOWING YOUR TRUE CUSTOMER

Understand motivations, fears, desires — build trust
before reach.



THE SILENT APPROACH

- Fewer but more meaningful activities.
- Focus on authenticity, not hype.
- Examples: word-of-mouth, community credibility.



What Holds Us Back?

- Fear of rejection.
- Comfort.
- Overcomplicating offers.
- Trying to please everyone.
- Misaligned goals.



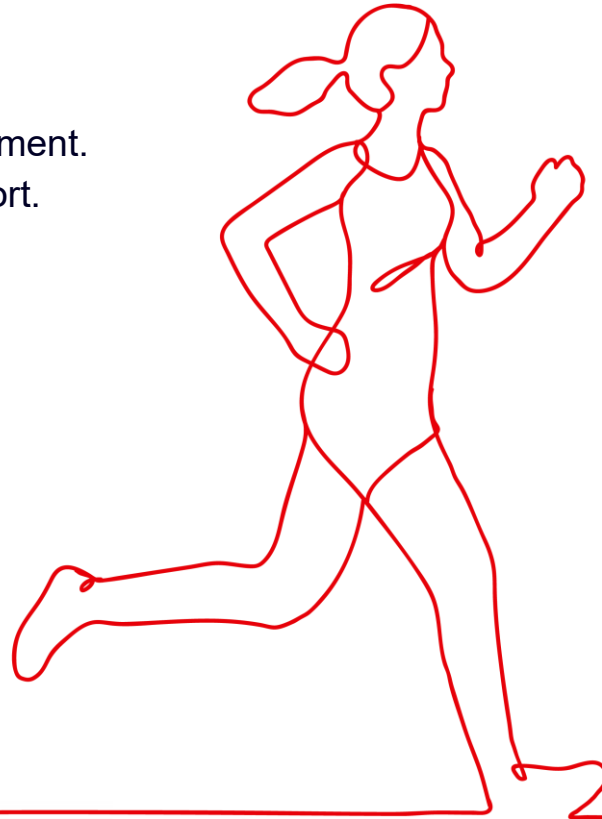
TOOLS & SHIFTS

- Simplify your processes.
- Reframe failure as feedback.
- Commit to long-term focus



WHAT'S NEXT?

- Reflect on your story.
- Choose one silent, authentic action to implement.
- Connect or book a session for deeper support.



Sponsored by



Thank You!



BROUGHT TO YOU BY



SMME CLINIC
Practical Business Remedies