

Sharp Thinking Marketing Customer Charter

At Sharp Thinking Marketing, I believe every business deserves marketing that is clear, practical, and delivers measurable results. This Customer Charter sets out what you can expect when working with me and the standards I hold myself to. It reflects my values of impartiality, precision, and community spirit, and my commitment to giving every client confidence that their marketing is handled with professionalism and care.

My role

- To act as your trusted partner in marketing and sales strategy, providing clarity where there is confusion and focus where there is overwhelm
- To bridge the gap between business owners, in-house teams, and external agencies so that marketing works as a joined-up, results-driven function
- To share the benefit of 30 years' experience, from global brands to local SMEs, in a way that is practical, jargon-free, and tailored to your business

My promise to you

When you work with Sharp Thinking Marketing, you can expect:

1. **Impartial, honest advice**
I don't upsell services or take referral fees. Every recommendation is based solely on what's right for your business, budget, and objectives.
2. **Precision and focus**
I use proven frameworks to identify the most profitable opportunities, eliminate waste, and build strategies that give you clarity on where to invest your time and money.
3. **Practical outcomes**
You won't get a 50-page report gathering dust. I deliver actionable plans, clear priorities, and step-by-step recommendations that are realistic for your resources and easy to implement.
4. **Responsiveness and reliability**
As an independent consultant, you'll always deal directly with me. I'm approachable, efficient, and committed to providing a personal service you can rely on.
5. **Proven expertise**
I bring decades of experience and a track record of results that businesses across Kent and beyond continue to trust.

Standards of service

- **Professionalism:** I will always act with integrity, confidentiality, and respect for your business and your people.
- **Clarity:** no jargon, no fluff. I'll explain recommendations in plain English so you understand exactly what's happening and why.
- **Measurable results:** every plan will include agreed goals, metrics, and methods of evaluation so you can see the ROI.
- **Efficiency:** I'll respect your time and resources, delivering recommendations quickly without compromising quality.
- **Collaboration:** I'll work alongside your team or external partners to ensure smooth execution and knowledge transfer.

Outcomes you can expect

By working with Sharp Thinking Marketing, you will gain:

- Clarity and focus on what's working and what isn't
- Confidence in your marketing strategy and investment decisions

- Improved marketing performance across the areas that matter most to your business
- Greater capability through mentoring, training, and tools that empower you and your team
- Peace of mind knowing your marketing is guided by independent expertise

My broader commitments

My work is guided by more than commercial goals. I am committed to:

- Giving back to the community through mentoring, volunteering, and supporting local charities
- Nurturing future entrepreneurs by mentoring young business owners and students
- Sustainability. I have pledged to become net zero and continue to learn how marketing can play its part in building a more sustainable future.

In summary

Choosing Sharp Thinking Marketing means choosing a partner who will be:

- Impartial — advice with no hidden agenda
- Precise — data-driven recommendations with measurable outcomes
- Practical — strategies that are realistic and actionable
- Responsive — support when you need it, without delay

My mission is simple: to make marketing manageable, measurable, and meaningful for ambitious small businesses.