

## Planning a Bright Future

Technology is constantly evolving and Enhanced are the first to recognise that to compete in a crowded market it needs to build on its success, focus on future growth and offer exceptional service and solutions to their ever growing customer base.

### So how are they going to improve on their last 20 years of economic growth?

Mark Hallett, has just been appointed as their Head of New Business Sales and has a very definite view of how he can help the business grow both short and long term.

Mark is no stranger to the world of IT and brings to Enhanced a wealth of experience.

As a trained accountant and after working 7 years with HRMC, Mark entered the world of IT. He joined Enhanced working on support and worked his way round every part of the business. To gain product experience Mark then worked with Iris and more recently Adest, specialising in OCR and document management.

“Coming back to Enhanced” says Mark “is like coming back to a family. I can’t believe how they have grown and very much look forward to bringing my business process knowledge.”

Short term Mark believes that he needs to develop a strong and supportive team, engage with local businesses and encourage strong visible presence in the business community.

### Long term Mark is a keen fan of the Shirlaw’s proven methodology for growing a successful business.

Enhanced have been working with Business Coaches, Shirlaws, who are valued around the world for their astute business advice and trusted relationships with their clients. Over the last 2 years, they have stressed to Enhanced the importance of positioning your business and developing a meaningful strategy which will make it easy for customers to choose you as their preferred business. This, together with the belief that developing a strong distribution network when you engage with other trusted and professional businesses who refer your business to their contacts, is an area in which Mark will spend much of his time.

“I am also delighted”, says Mark “to be working alongside Mike Blunden, who will be developing major projects with clients and ensuring existing customers are receiving the best possible support and advice. The world of IT is changing rapidly and to have such experts on board gives customers both old and new the assurance that they will be receiving the most up to date and accurate information.”

20 years of continual growth is an amazing achievement, but the company is not complacent. They know that the future is bright, but they also know that to keep shining they need to deliver and offer exceptional service and continue to listen and work closely with their customers to help them achieve their growth potential.



Call **Mark Hallett** today on  
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# Cheers!



After celebrating 20 years in business, our extensive experience and award winning customer service has helped hundreds of companies to grow and improve their business efficiency. Here’s to another 20! We hope you will join us in our future success.

Enhanced work with companies who believe that  
IT is now at the core of their business growth

CELEBRATING 20 YEARS  
**ENHANCED**<sup>®</sup>  
Technology For Business

Accounting & ERP | CRM | eCommerce | Consultancy  
Development & Integration Web | Infrastructure | Support

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