

## Startti Plus 2.0

### Assessment of entrepreneurs' readiness and prerequisites for business activities

Startti Plus is a free expert service provided to Uusimaa's TE Office customers who have received an entrepreneur's start-up grant. The service provides coaching to improve the effectiveness of your sales and marketing skills and a written plan to develop your business. In addition, according to your individual needs, you can get up to four further appointments to develop your sales and marketing skills.

#### What

We will help you succeed in marketing and selling your products and services.

- Working alongside you, we will make your offerings easier to buy.
- We will assist you in making the products or services visible.
- We will help you make profitable decisions.
- We will provide tips that help you find customers and create sales.

#### How

- We will take a close look at your business activities.
- You can tell us about your needs and concerns related to sales and marketing.
- Together, we will set goals and produce various options for solutions.
- You will receive suggestions for solutions and advice on implementing them.

#### Why choose Taitotalo

Taitotalo develops working life by helping both companies and individuals achieve their goals through training, coaching, expert, and consultancy services. Amiedu employs about 300 experts, in various fields. In addition, we have an extensive network of associated experts.

#### *The Startti Plus 2.0 team*

Our Startti Plus 2.0 team – Kimmo, Ulla ja Mirkku – will support you in resolving sales- and marketing-related issues. They are all practical experts and highly experienced coaches who have worked with hundreds of entrepreneurs. Each of them has specialist skills and work methods tailored to the relevant field of expertise. You will find it easy to discuss various sales and marketing options for your company with these experts.

We do not offer vague generalities or criticise the way you run your business. Rather, we are here to search for and find the right solutions for implementing successful sales and marketing measures, in co-operation with you.

#### Application

The service is provided by the TE Office's contract partners, from which you can choose your preferred supplier. For more information on how to apply for the Startti Plus service, please email the Uusimaa TE office at [starttiraha.uusimaa@te-toimisto.fi](mailto:starttiraha.uusimaa@te-toimisto.fi).

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