

THE AUSTRALIAN EARLY WARNING NETWORK



Take the Lead



Because if you don't,
someone else will

Prospect and lead generation

Look Here Pty Ltd, 6/32 Bay Street, Tweed Heads NSW 2485 ABN 55 122 940 176 32
Phone: +61 7 55366330 Fax: +61 7 55389798 Mobile: 0403147197
web: www.ewn.com.au email: kerry@ewn.com.au



Take the Lead

Take the lead is all about prospect generation. *Take the Lead* with EWN and you will enjoy an unprecedented opportunity to instantly build relationships with almost every business in your community. Your prospect base will explode and while your competitors are standing slack jawed you will be speaking with their customers.

Take the Lead and you will have something that every responsible business in your community will want to talk to you about. You will be able to help protect businesses and save them money. The Early Warning Network (EWN) exists to protect life and property and *'Take the Lead'* is a national EWN initiative to provide that protection to businesses. EWN is Australia's only operational national early warning system and the world's most sophisticated warning system for severe weather. Operating since 2007 EWN has proven itself beyond all expectations in its effort to protect life and property. EWN is providing the community and business resilience against severe natural hazards.

As a result of severe weather or related events, businesses in your area are at extreme risk with consequences ranging from death and injury through to property damage. This in turn exposes a business to substantial liability. EWN's service helps protect businesses, staff, customers and property from these risks. In doing this it also helps treat and discharge a duty of care businesses may owe to employees, visitors and customers. State OH&S laws and *AS/NZS 4360:2004* describe in detail a businesses duty of care in this area.

Businesses can register directly with EWN at a cost of thirty dollars per month or free of charge through EWN authorised partners. Registered businesses receive a 'Business Resilience' certificate and the right to display and advertise the 'EWN REGISTERED' logo. Employees and customers of participating business may also register to the service free of charge.

We're in a different world - A world where to remain competitive businesses have to be on the lookout for new opportunities - proactively. They have to create an effective sales strategy dedicated to new business generation and prospecting. At the same time the financial climate and the weather have become equally as challenging. *Take the Lead* turns these challenges into opportunity and is something all businesses will want to talk to you about. By speaking with you they can become safer, contribute to community safety and save money.

EWN partners are licensed to offer the EWN service free to any business with between 1-15 employees. An EWN Partnership costs between \$50-\$100 per month.

PHONE 1300 703 017 OR 07 55904173