



GEOFFHOLT

MEDIA RELEASE

April 27th 2011

Geoff Holt means Business.

After more than a year in the planning, record-breaking disabled yachtsman Geoff Holt MBE has launched his new enterprise, Geoff Holt Commercial Services. The announcement coincides with the launch of his new website www.commercial.geoffholt.com.

"Most people know me for my sailing adventures" explains Holt, "but I spent many years heading up a Marketing & PR department for one of the world's largest firms of accountants and I was also Chairman of a national charity for six years. The business skills I learned during that time have served me well and have helped enormously when putting together my own sailing projects.

"In recent years I have been asked increasingly to apply my unique range of disability and marketing skills to a range of commercial projects. I already deliver motivational speaking to businesses worldwide and I've spoken to more than 20,000 people in the past 18 months. But I am increasingly asked to give input to corporate planning, particularly identifying ways businesses can make themselves more attractive to disabled customers, both in terms of product and physical access.

"With nearly 9 million people with disabilities in the UK and a disposable income of some £80 billion, it's a 15% share of the population that businesses can not afford to overlook. The key to accessing these markets is to be

properly trained in disability awareness and for every aspect of your business to be “disabled friendly”. This need not be costly. Many businesses are fearful of the Equalities Act (previously known as the Disability Discrimination Act). Yes, the Act has teeth and yes it can be seen as a big stick with which to force providers of goods and services to make reasonable adjustments for disabled people. I recognise the good the Equalities Act will bring about, but the clients I work with don't need big sticks. They see the economic benefits on their bottom line. The prospect of increasing profits is far more motivational than any legislation. And it's good corporate social responsibility too. What differentiates the services I can provide from the competition, is my unique Accreditation Programme. I have put together a scheme whereby our clients who have successfully completed an assessment, get my personal seal of approval and can proudly identify themselves as being Geoff Holt Accredited and can work with me to market their services directly to the disability sector. Too many business get hung-up on how to make adjustments for wheelchairs and choose to do nothing at all. Wheelchair users make up less than 5% of people with disabilities. In an ideal world, all providers would be wheelchair accessible but by doing nothing, businesses are missing out on the remaining 95% of disabled people, the 8.5 million people who could be easily accommodated with minimal cost or adjustments. Whether it be a corporate website, your reception area, your premises, your marketing materials or your sales team, the likelihood is that with sound professional guidance and training, you can easily make your business more accessible to people with disabilities.

“One of my best skills is recognising opportunities and putting together teams of highly-qualified people to enable me to achieve my objectives. I did this when I sailed around the UK in 2007 and when I crossed the Atlantic in 2010. I have repeated this successful formula for the launch of my new business by appointing a first class team of trainers and corporate strategists.

“This won't stop me sailing” jokes Holt. “On the contrary, with so few sponsors out there, if the business is successful, I may end up sponsoring myself on my next sailing adventure!

A full range of commercial services offered by Holt's new business include; Consultancy Services, the Geoff holt Accredited Programme, Motivational Speaking, Media & Communications, Product Endorsement and Disability Awareness Training.

- ENDS -

For further information contact Geoff Holt geoff@geoffholt.com or visit <http://commercial.geoffholt.com>