



Biog – Peter Dixon



My work has taken me to several countries in a number of different markets but the consistent theme has always been developing business, whether it was an existing portfolio, a brand new start up, or an exciting new project. I have found myself presenting a marketing plan to Ford HQ in Detroit and blowing up balloons at a store in Peckham!

In the corporate environment, there are whole departments of sales, marketing and training whereas the SME owner has to wear so many different hats. It's ironic that when business is going well, often the first thing to slip is bringing in new customers. I can wear those hats for you and get your company in front of people who want to do business with you. We call this the 'SME Sales Gap' and you'll find more information about this on our website. Coaching and training is also a passion of mine and the mentors I have had in my own life have been invaluable to my personal and business growth.

Although my career has included companies of all shapes and sizes, the world of smaller, privately-owned businesses has always been the most interesting and enjoyable environment to work in. The people are passionate and enthusiastic about their business. I love to meet and work alongside business owners who live it and breathe it everyday, as I do.

My family and I are based near Egham in North Surrey

I can be reached at peter.dixon@b-d-c.co.uk