

about

About Affinity Business ClubThe purpose of the club is to provide companies with an opportunity to access local professional, quality companies known to us that we recommend. Each supplier provides a special offer not available if you were to contact them direct. In addition to this, we have provided a whole host of information and services that we think will prove invaluable to you and your business. The club has been born from the success of its sister company Affinity Business Connections, which was launched in February 2007 by the founder Neil Muxlow. The company has focused on using its local connections to connect with other local companies needing their services or products. The concept has worked exceptionally well and the club has been a natural progression. Neil has been working with several companies in the commercial property field and this highlighted the opportunity to provide a niche, quality service to local companies fed up with seeing suppliers of their services travelling in to the MK area when they haven't even had an opportunity to quote for the work. Many companies have their own internal resources to increase their sales through their sales staff or use external resources such as telemarketing companies, but due to the reputation and contacts Neil has built over the years, he can fast track companies to the people they want to speak to because he has a personal relationship with them. It elevates the need for the 'cold call' which we all know can be monotonous and soul destroying. In April 2008, Affinity held a relaxed gathering to celebrate it's first birthday with over 70 local business people in attendance. It was part of the ExtraCare Business Challenge which was to grow the £50 given to them by NatWest. We charged for the tickets and the proceeds went to the charity. As a result of the excellent feedback, more events are planned.

About the founder