Maverrik Launches Build Beyond Referrals One-Day Intensive as Debate Grows on Backing Britain's Expert-Led Businesses

Wednesday 8 July, 2026

New one-day intensive aims to help UK business owners reduce referral dependency, win more clients internationally and strengthen the UK's growing expertise economy.

Plymouth, UK - Wednesday 8th July 2026 - As political leaders, including Greater Manchester Mayor Andy Burnham, continue to champion entrepreneurship, regional growth and opportunities for small businesses, Maverrik has launched the Build Beyond Referrals One-Day Intensive to help expert-led businesses build more resilient and scalable client acquisition systems.

The launch comes as increasing attention is being given to the role that small businesses, consultants and independent professionals play in driving economic growth across the UK. While much of the discussion focuses on investment, skills and innovation, Maverrik believes another opportunity deserves greater recognition: helping UK expertise reach international markets.

Executive coaches, consultants, advisers and specialist service providers are increasingly working with clients across Europe, North America, Australia and beyond. Every international client secured by a UK-based expert represents revenue flowing back into the UK economy without the need to export physical products.

Dean Seddon, Founder of Maverrik and creator of the Build Beyond Referrals One-Day Intensive, believes this presents an opportunity to strengthen the UK's knowledge economy.

"Britain has an incredible wealth of expertise," said Dean.

"Every day, UK business owners are solving problems for organisations around the world. When they win international clients, they're effectively exporting British expertise and bringing that income back into the UK.

The challenge is that many of these businesses still rely heavily on referrals. Referrals are valuable, but they leave too much to chance. If we want more expert-led businesses to grow internationally, we also need to help them build reliable client acquisition systems."

The Build Beyond Referrals One-Day Intensive has been developed for executive coaches, business coaches, boutique consultants and expert-led businesses across professional services, financial services and technology.

Rather than focusing on marketing tactics alone, the one-day intensive helps delegates build a structured client acquisition system that works alongside referrals, reducing referral dependency while creating a more consistent approach to business development.

During the workshop, delegates work through three key stages:

- Proposition - defining the right audience, offer and messaging.
- Pre-Selling - building visibility, credibility and trust before sales conversations begin.
- Pipeline - creating a repeatable process for lead generation, client conversations and follow-up.

Unlike traditional seminars, the Build Beyond Referrals One-Day Intensive is delivered as a practical working session, with participants applying each stage directly to their own business throughout the day.

The workshop will take place in:

- Bristol - Tuesday 22 September
- London - Wednesday 23 September
- Manchester - Thursday 24 September

Places are capped at 25 delegates to maintain an interactive environment where participants receive practical guidance while building the foundations of their own client acquisition system.

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Dean Seddon has spent more than 14 years helping expert-led businesses grow through social selling and client acquisition. During that time, he has trained more than 150,000 professionals, worked with organisations including Microsoft, Salesforce and BT, and helped clients generate more than $100 million in new business revenue.

As discussions continue around how the UK can encourage entrepreneurship, improve productivity and support regional economies, Maverrik believes helping expert-led businesses reduce referral dependency and compete internationally should form part of that conversation.

Further information about the Build Beyond Referrals One-Day Intensive, including workshop dates and booking information, is available at www.buildbeyondreferrals.com.

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