



Sales Services & Retainer Packages



For manufacturing businesses making great products and looking to sell them via distributors, resellers and other channel partners

Business Growth Services

At Integrow Sales Solutions we appreciate there are many challenges involved in running a business regardless of industry and manufacturing is no different. Whether that's from an operational perspective or in terms of setting up the chosen routes to market.

When it comes to business growth the challenges faced by those organisations can grow too as additional complexities come into play. As businesses scale they typically become more departmentalised and this can occasionally impact cross departmental communications which can shift focus away from the consumer which is not ideal for developing strong customer relationships you rely on.

From a growth perspective the following underlying issues become evident:

- The business could be missing a defined sales process.
- There might be a lack of understanding or agreement between sales and marketing as to what the other is expected to do regarding the leads that come in.
- Sales reps might be struggling to connect with leads, respond quickly to leads, or find the right information to send to prospects at the right time and therefore miss out on opportunities.
- Sales reps might be struggling with specific parts of the sales process.



Many manufacturing businesses see inbound sales and marketing as where the market is headed to address those specific issues, but are having difficulty implementing it for their business. Many of them also sell through distributors, making it difficult to track the ROI of the marketing channels they use today.

It is with those challenges in mind that has led to the creation of our **Sales Project & Retainer packages** to enable you to hit your growth goals. This is for the purpose of either wanting to stay ahead of the curve - seeing the market is headed towards inbound or noticing that one or more competitors are currently doing well online and wanting to catch up.

Working with HubSpot, our technology partner, we are able to provide business growth services as a one-off project or a Sales Retainer programme for recurring services that require ongoing activity. These can be mixed and matched to address the specific challenges that exist within your business.



The following pages outline two different examples of Sales Retainer programmes that enable you full or part immersion with us as a growth partner depending on where you are as a business and how you want to engage with us as a service provider.

The examples provided include a combination of one-off sales projects with recurring retained services. We can however provide one-off sales projects and recurring sales programmes independently of each other too.

So how do we achieve it?

If you want to know how this can be implemented for you then get in touch to schedule an initial consultation by emailing hello@integrowsales.co.uk or call 07866678833.

Seed & Grow Retainer

A light touch approach offering a low risk / low cost sales solution for those businesses that are not ready to commit to a full retainer.

Phase 1 - Getting Started		
Timeline: Months 1 to 3	Starting Price: £1000 p/month	Estimated Effort: 10-12 hours p/month
Current Sales & Marketing Audit CRM Implementation Conversation Starter Development General Maintenance & Training	One-off One-off Recurring Recurring	During Phase 1 the focus is to review the sales process. This includes system implementation, uploads and basic integrations as well as turning high performing approaches into templates. Sales team onboarding & training is also included.
Phase 2 - Build Momentum		
Timeline: Months 3 to 6	Starting Price: £1000 p/month	Estimated Effort: 10-20 hours p/month
Above recurring activities continued System Customisations Sales Collateral Library Curation Deal Stage Evaluation & Refinement Sequence Creation & Optimisation	Recurring Recurring Recurring Recurring Recurring	During Phase 2 the focus is to build momentum with sales activity and performance. Momentum is built by incorporating automation and productivity tools into the sales process and aligning it to the deal stages in the customer's journey. This is for the purpose of accelerating client conversations & conversions.
Phase 3 - Get Set for Growth		
Timeline: Months 6+	Starting Price: £3000 p/month	Estimated Effort: 30-50 hours p/month
Full Inbound Sales & Marketing Strategy Implementation	Ongoing	During Phase 3 the focus is to deliver sustainable growth by fine tuning the sales tools and approaches implemented in the previous phases. This is achieved by ramping up sales activity and increasing visibility in the right channels in addition to incorporating other growth based strategies.

Full Sales Retainer

For businesses with the infrastructure and resources to accelerate their growth with the intent on reaching the next business revenue milestone. This is delivered in 4 phases with phase 3 and 4 continued on the next page.

Phase 1 - Sales Force Effectiveness Audit		
Timeline: Months 0 -1	Starting Price: £1500	Estimated Effort: 10-20 hours
Sales Audit & Strategy	One-Time	Sales Organisation Effectiveness Audit, which includes: 1. Target Buyer Assessment 2. Sales Process & Pipeline Management Assessment 3. Supporting Technology Assessment 4. Content Inventory & Assessment 5. Sales and Marketing Alignment Assessment 6. Reporting/Metric Assessment
Phase 2 - Basic CRM and/or Sales Acceleration Setup		
Timeline: Months 1 - 2	Starting Price: £2000	Estimated Effort: 20-30 hours
CRM Setup & Integrations System Customisations Deal Stage Evaluation & Refinement Data Integrity & Cleansing Sales Template Creation & Optimisation Reporting Dashboards Development & KPIs	One-Time	During Phase 2 the focus is to set up sales systems to enable accelerated growth. The activity undertaken during this phase is designed to fully integrate the CRM with the current communication systems in place to increase the productivity and performance of the sales team. This is for the purpose of developing a scalable sales process for the business.

Full Sales Retainer continued

Phase 3 - Automation		
Timeline: Months 1 - 2	Starting Price: £1000	Estimated Effort: 10-17 hours
Sales Process & Systems Coaching Workflows & Automation Setup Sales Lead Management Sequence Creation & Optimisation	One-Time	During Phase 3 the focus is to use sales automation to build momentum in terms of sales activity and performance. This builds on the steps undertaken in Phase 2 whereby the real activity takes place and is evaluated and fine tuned to ensure it is driving your business towards your growth goals. Sales team coaching is provided to ensure successful adoption within the business.
Phase 4 - Ongoing Sales Enablement & Acceleration Services		
Timeline: Month 3 Onwards	Starting Price: £2000 p/month	Estimated Effort: 20-30 hours p/month
Sales Document Creation Sales Content Creation Ongoing Sequence Development & Optimisation Ongoing Reporting Dashboard Development & KPIs	Recurring	During Phase 4 the focus on creating sales assets that will support your business growth. By the end of Phase 2 and 3 the sales systems will have been setup along with the required integrations to support business development activity. Phase 4 will ensure you have the range of marketing collateral available to support conversations at all stages of the customer journey for the purpose of optimising conversions. This will take place alongside continued sequence development and process enhancements as well as improved reporting to ensure the business is kept on track in terms of business performance.

Additional Services

Optional add on sales services for businesses that are looking for more support with their business development.

Additional Services:	Recurring or one-time Sales Coaching/Training
Description	Recurring or one-time sales coaching & training services as required. Typically this is developed for front-line sales reps and/or managers & includes regular consultation with Directors, VP Sales, CEOs, etc.
Timeline	As required
Suggested Price	P.O.A
Estimated Effort	On case by case basis
Example Services Available	● Call coaching/film review
	● 1:1 Coaching
	● Set-up the dialer and call queues with training for reps
	● Behaviour based calling/outreach (email notifications, website notifications and triggers such as funding, mergers, new hires)
	● Sales process training: prospecting, qualifying, presenting and closing
	● Competitive positioning
	● Negotiation training
	● New product/service training
	● Accountability dashboard (KPI based: # of calls, # of opps, close rates, funnel report)
	● General sales management duties (examples: activity enforcement, CRM usage, soft sales skills development, role plays, hiring)
	● Outsourced Business Development Services

Previous Clients have said



**Chris Dobbing,
CEO,
Cambridge Mask Company**

"Sian worked with Cambridge Mask Co for several years as a key part of our hectic B2B sales team. She has an incredible tenacity - politely yet firmly getting engagement from prospects and closing them.

She on-boarded Cycle Surgery as well as many other international distribution partners from all over the world. She also initiated a conversation with global brand Brompton Bikes.

Our investment in her services generated returns in excess of 10x for the business. Highly recommended."

"I needed to ensure I had a clear and straight forward sales plan for a new campaign that my team could implement including ongoing monitoring and evaluation of results and method.

We initially discussed in brief over the phone and agreed it would be best to meet to talk through the detail.

As always Sian was able to quickly identify the key objectives and work with me to create a top to toe plan to coordinate the campaign to success. Much appreciated!"



**Philip Bridgeman,
Head of Memberships,
Business West**

Work with me

Are you ready to take your business to the next level?

We are in this together and I will work with you to get your sales engine functioning effectively to drive revenue growth for your business. The programme has been designed to enable you to reach the next milestone in your business journey.

Getting Started

To get started let's book you in for an initial consultation and determine the best course of action for you going forward.

Simply email hello@integrowsales.co.uk or call 07866678833 to get the ball rolling.

Why work with me?

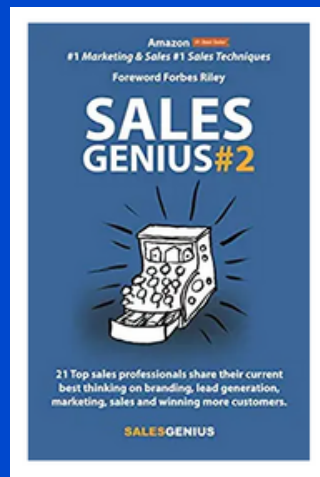
- ✓ 10X Return on Investment based on Customer Life Time Value
- ✓ Passion for Product Innovations as well as Independent & Artisan Producers
- ✓ Invested in long term outcomes



- ✓ Multi Sector Experience gained from 20 year career in Sales
- ✓ Tried & Tested Methodologies with added support you would expect from a Hubspot Partner
- ✓ Driven by purpose and doing the right thing in business

About me

I'm Sian Thomas the Founder of Integrow Sales Solutions. I'm a Sales consultant for manufacturers, specifically producers of consumer goods selling via resellers and other distribution channels.



I've worked with many businesses developing growth strategies to help them scale, delivering at least 10X return on investment. I'm also a contributing author to Sales Genius Volume 2, an Amazon Best Seller.

I develop and implement business growth programmes to share best practice and useful resources to enable many more businesses to scale and grow sustainably. This focuses on creating the right message for the right person at the right time to improve customer conversions. More importantly it places significant emphasis on customer retention and leveraging goodwill resulting in predictable revenue generation for the business.



“Knowledge is power: You hear it all the time but knowledge is not power. It's only potential power. It only becomes power when we apply it and use it.”

Let's get started
Contact me:
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