

Business Development Campaign Packages

Providing you with the clarity, competence & confidence
to get the clients you want



Need Predictable

★ **Lead Generation?**

★ **Sales?**

★ **Growth?**



Buying behaviours have changed and the customer is in control. They only consume the information they want to consume and decide what action they take. This means that typical sales tactics that's still widely used are no longer having the impact they once did so with that in mind the savvy salesperson needs to adapt to thrive in the modern business world.

This means a shift in mindset is required and instead of focusing on developing a sales process it is better and more effective to understand the customer journey to create a truly customer oriented business.



At Integrow Sales Solutions we believe that inbound selling is the way forward and have developed a suite of services to provide you with the clarity, competence & confidence to get the clients you want.

We do this by working with you to create a business that puts your customer at the centre of what you do so they keep coming back and bring more potential customers with them.

It's about starting conversations that stop your prospects in their tracks and get them wanting to hear more.

So let's work together and allow me to take away the time, hassle and expense of you figuring this out for yourself.

Our business development campaigns are designed to ensure:

- ★ Your foundations are primed for success**
- ★ Your systems are fit for purpose**
- ★ Your efforts are geared towards making sales**

Read on to find out more about our approach & Sales Service Packages



Hubspot Flywheel Method & Why we use it

The Hubspot flywheel is central to do the way we do things at Integrow Sales Solutions - let me explain...

It's the momentum you gain when you align your sales organisation around delivering a remarkable customer experience. The flywheel is remarkable at storing and releasing energy - and it turns out that's pretty important when thinking about your business strategy.

With the flywheel, you use the momentum of your happy customers to drive referrals and repeat sales. Basically, your business keeps spinning. This energy is especially helpful when thinking about how customers can help your business grow. However it starts with attracting customers and clients in the first instance.



Other models think of customers as an outcome - nothing more, nothing less. All of the energy you spent acquiring that customer is wasted, leaving you at square one.

Your Customer Journey

- 1 Initial Conversation:** You have identified a pain or opportunity in your business and you're looking for some help - we can help!
- 2 Discovery Discussion:** Let's take a deep dive into your business and uncover your goals, your current business reality, options / obstacles & potential way forward
- 3 Proposal / Recommendations:** We put together our suggestions of a way forward based on the discovery discussion
- 4 Agreement:** We discuss the proposal and recommendations in the context of your business and align agreement on the best way forward for you
- 5 Project Planning & onboarding:** We take the proposal and incorporate it into implementable plans we base the activities on
- 6 Project Delivery:** Post onboarding & campaign management is executed in line with the agreed actions & milestones
- 7 Regular reviews:** We review performance against the plans and make adjustments in line with agreed actions where required
- 8 Renewal / Exit Actions:** We agree the best way forward based on progress made to date and your business's continuing requirements as per your goals



What you get when you work with Integrow Sales Solutions

**Your Business
Growth Plan**

**Implementation
Team Support**

**Account Manager
Support**

**Weekly Reporting
& Updates**

Our Sales Services are built around developing your:

Sales Foundations

Sales Systems

**Sales Acceleration
Aspirations**



Your Growth Plan

It all starts with the launch plan. We take a deep dive into your business, goals and marketing assets to create a clear sales plan detailing the strategy and tactics needed for successful business growth.

The launch plan lays the groundwork for your business development campaigns and is critical to its success. Here are just a few of the key deliverables you can expect to receive once we're all done.

Your Sales Foundations:

- ✓ Company Vision & Values Assessment
- ✓ Sales Organisation Audit
- ✓ Campaign Development & Goals
- ✓ Ideal Customer Profiling & Persona Development
- ✓ Customer Journey Mapping

Your Sales Systems:

- ✓ CRM Setup & Customisation
- ✓ Data Import & Configuration
- ✓ Business Tools & System Integrations
- ✓ Deal Stages & Pipeline Management
- ✓ Sales Reporting Dashboards

For micro businesses
receive your plan for only £1000

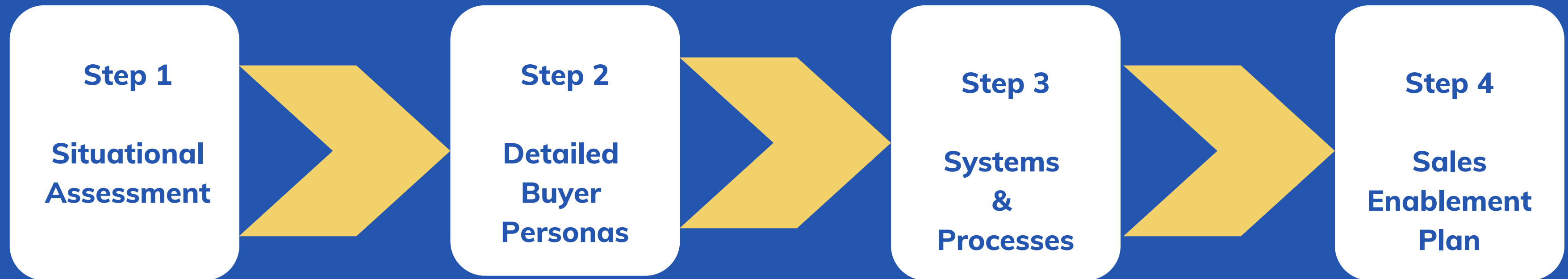
For small businesses
receive your plan for only £2000

For medium size businesses
receive your plan for only £3000



Getting Started - How does it work?

To proceed with your growth plan we take a methodical approach to setting up the systems and foundations which looks like:



"Customer-centricity (also known as client-centricity) is a business strategy that's based on putting your customer first and at the core of your business in order to provide a positive experience and build long-term relationships."



Sales Acceleration Programmes

Starter

For micro businesses that are new to inbound, have a limited budget and need outside support in order to grow.

Sales content - competitive intel /
battlecards - customer facing
shareable documents

2 blogs per month

Sales campaign to include email
templates and sequences targeted
towards 1 buyer persona at each
stage of their journey

Ongoing Sales System Optimisation
& Maintenance

From £1000 / month

Scale

For small businesses that are new to inbound and seek external help to significantly ramp up business growth.

Sales content - competitive intel /
battlecards - customer facing
shareable documents

6 blogs per month

Sales campaign to include email
templates and sequences targeted
towards 3 buyer personas at each
stage of their journey

Ongoing Sales System Optimisation
& Maintenance

From £2500 / month

Soar

For small to mid-sized businesses with
ambitious growth goals
both for the short and long term.

Sales content - competitive intel /
battlecards - customer facing
shareable documents

10 blogs per month

Sales campaign to include email
templates and sequences targeted
towards 6 buyer personas at each
stage of their journey

Ongoing Sales System Optimisation
& Maintenance

From £5000 / month



Additional Sales & Marketing Services

General Sales Management Duties

**Multi-Model Marketing Campaigns
(Email, Social & Video)**

Outsourced Business Development & Telemarketing

Sales Coaching & Training

Sales Team Recruitment & Training

P.O.A

**Alternatively bespoke campaigns
can be put together to align with
your specific business
requirements.**

**This will be put together in your
proposal following the outcome of
the discovery discussion.**



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!"



Phil Bridgeman,
Head of Memberships
Business West



Why work with me?

- 10X Return of Investment based on Customer Life Time Value
 - Passion for Product Innovations
 - Invested in long term outcomes
 - Multi sector experience gained for 20 years+ in sales
- Tried & tested methodologies with the added support you would expect from a Hubspot Partner
 - Driven by purpose & doing the right thing in business

So what are you waiting for?

Let's get started

Contact me:

07866 678833

hello@integrowsales.co.uk

www.integrowsales.co.uk

We're in this together!