

# Lead Generation Challenge

## Build a Strong Sales Pipeline





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Sales Solutions**

**This 4-week lead generation challenge has been designed to build your sales pipeline to ensure you achieve a strong sales performance going forward.**

**As many as 70-80% of business owners say that selling presents a major challenge for their businesses. The reasons for this are varied but for the most part it can be whittled down to the following factors:**

- **Fear of rejection**
- **Not knowing what to do or how to approach selling**
- **They find the process boring**

**The result: Business development falls down the list of priorities and only comes to the fore when they absolutely need to which results in a mad panic and potentially coming across as desperate.**

**The consequence: Adopting unsustainable growth tactics such as discounting to make the sale.**



**When it comes to prospecting:**

**More than 40% of salespeople say that prospecting is the most challenging part of the sales process, followed by closing (36%) and qualifying (22%). If you find prospecting to be the most difficult part of your job, you're not alone.**

**72% of companies with less than 50 new opportunities per month didn't achieve their revenue goals, compared to 15% with 51 to 100 new opportunities and just 4% for companies with 101 to 200 new opportunities.**

**So with this in mind I have put together a 4 week sales pipeline development programme to get your sales ducks in a row to enable you to expand your business opportunities.**

**This small group ONLINE workshop is limited in numbers to ensure attendees get the full support they require.**



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**Q: So what does this cover?**

**A: Each week you will be guided through the following challenges**

### **Week 1: Strategy Development**

**Get clear and lay the foundations for success!!**

- **Define your business growth goals**
- **Nail your positioning**
- **Know your market & audience**
- **Plan your route to market**

### **Week 2: Sort out your systems for scaling**

**Set up the steps for success!!**

- **Map out your sales process in line with your targeted buyer's journey**
- **Create deal stages**
- **Put together your prospect list**



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## **Week 3: Customer engagement**

### **Take action and start building your sales pipeline**

- **Get connecting and reach out to your prospects**
- **Understanding performance metrics & reporting**

## **Week 4: Customer engagement continued**

### **Successful follow ups**

- **Support your outreach with compelling materials and conversation starters**
- **Develop a successful follow up cadence**

## **How will this be delivered?**

- **90 minute weekly work group sessions delivered via zoom**
- **Private Facebook Support Group**
- **Support Materials**



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## **Who is this for?**

- **Business Owners / Managing Directors / CEOs**
- **Sales & Marketing Directors**
- **Sales professionals**

**of businesses that have successfully scaled organically leveraging their networks but are looking to another sales channel for their business.**

## **What is the enrolment process?**

**When you sign up you will get sent a confirmation email containing zoom details. A follow up message will be sent containing:**

- **Diary invite to all the sessions**
- **Access to the support materials**
- **An invite to the private facebook group**

**Get all this for £247 + VAT**



## 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."

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



"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!"



## 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:**

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**We are in this together!!**