



# GROWS Business Growth Programme



For scaling manufacturing & software development companies



# The Commercial Landscape

Helping a business is not for the faint hearted but it can be incredibly rewarding when things are going well.

So what happens when things don't go well?

You can bet that this is more likely to happen than not in business. No one could have predicted the economic meltdown we are currently experiencing with the covid pandemic which is set to have repercussions for the coming year at the very least. The manufacturing & tech sectors have always been able to continually innovate and pioneer its way out of the most acute impact of the economic decline however if your business is heavily reliant on industries that have been most adversely affected then what do you do?



There will always be uncertainty in business and success will come down to how you navigate your way through uncertainties and mitigate other potential risks to your business.

Good news is that opportunities are ever present for those businesses selling great products however the reality is that the commercial landscape is getting even more competitive with barriers to entry being reduced.

So with that in mind, how do you ensure your business is primed for growth?



# Key barriers to revenue growth for software development companies & tech businesses

## Getting Stuck

When times are challenging it's difficult to know what to do for the best which often leads business owners feeling stuck and not taking the action required to move their business forward. They constantly shift between feast and famine so how do they halt this pendulum effect and get some consistency with their business performance?

## Anything But Sales

Many businesses come into existence because the founders have either identified a genuine problem they believe they can solve or simply love what they do and want to make a business out of it.

Yet in order to do this they must earn the right to do the work which means making sales. The idea of selling fills them with trepidation but at least they acknowledge it's something they need to do. How can they develop the confidence and mindset to prioritise making sales over undertaking other distracting activities that takes them away from achieving their revenue goals?

## Burn Out

The principles of growing a business is simple - but it's not that easy in practice. There is so much to do especially in the early stages with limited resources. How can business owners stay motivated to grow their businesses without burning out?

So what can be done to prevent these contributory factors from negatively impacting your progress? How can we put an end to **poor revenue performance** and turn business results around to regain control of your growth potential?



**Key issues leading to poor revenue performance**

# Reach your growth goals quicker and more sustainably

At Integrow Sales Solutions we're focused on you reaching your next business milestone with our unique GROWS methodology

The **GROWS** method is designed to develop:

**Clarity** to support you in creating a clear sales strategy that is fit for purpose in context of your organisation's capabilities & growth goals.

**Competence** enabling you to develop the skills, infrastructure & processes that will support you in improving your revenue performance.

**Confidence** to go to market equipped with the tools & mindset that will give you confidence in the service you provide & how you communicate your value proposition to your prospects.

Ultimately the culmination of **Clarity, Competence & Confidence** will put you on a path to achieving **Strong Revenue Growth** for your business going forward.

So how do we achieve this?



**Components of Strong Revenue Growth**

# The **GROWS** Business Growth Programme

## What does it cover?

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### **Groundwork**

Laying strong  
foundations  
for growth

### **Reach Out**

Starting  
conversations  
with your  
prospects

### **Opportunities**

Increasing  
engagement &  
interest with your  
prospects

### **Wins**

Successfully turn  
prospects into  
clients

### **Scale**

Delivering customer  
success to delight,  
retain & grow



# What's included in the GROWS Business Growth Programme?

How the 3 month programme is structured to support your growth goals



**Induction Material including a  
Sales Strategy Development &  
Implementation Plan**



**12 x Weekly 90 Minute  
Sales Workshops**  
To provide you with the tools for  
your weekly sales assignments



**12 x Weekly Sales Assignments**  
To steer your business  
development in the right direction



**Monthly 1-2-1 Review Sessions**  
To monitor progress and answer  
your questions



**Workbook & Access to Support  
Materials with Relevant Resources,  
Tools & Sales Cribs**



**Access to Private Facebook  
Community**





This programme will enable you to:

- ✓ Clarify your growth goals and develop a sales strategy to enable you to achieve them
- ✓ Put in place sales systems that will support your growth
- ✓ Create a healthy pipeline of sales qualified leads
- ✓ Improve chances of converting your sales qualified leads into clients
- ✓ Develop a sales playbook of tools and tactics that configure with your business and will support your business development going forward
- ✓ Increase the lifetime value of the customer
- ✓ Leverage the goodwill gained from delighting existing customers to (1) gain more opportunities to sell additional products or services to them and (2) get introductions and referrals into other potential clients

# 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](mailto: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
- ✓ Tried & Tested Methodologies with added support you would expect from a Hubspot Partner
- ✓ Invested in long term outcomes

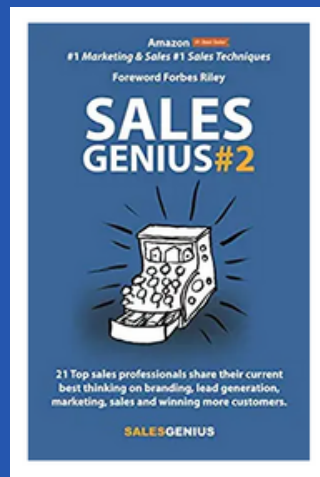
- ✓ Multi Sector Experience gained from 20 year career in Sales
- ✓ Passion for Product Innovations and tools that make a real difference to how their clients operate
- ✓ Driven by purpose and doing the right thing in business





# About me

I'm Sian Thomas the Founder of Integrow Sales Solutions, a Sales consultant for scaling manufacturing and software development companies looking to sell via multiple sales channels profitably and sustainably



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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