



Integrow
Sales Solutions

ENACT Revive & Thrive Growth Programme



A roadmap for manufacturers & producers
who sell via distributors & resellers

Since the lockdown restrictions came into place at the end of March businesses across all sectors have been impacted by events as they've unfolded and those at the helm of those businesses have been developing their responses to this crisis with varying degrees of success.

We now find ourselves in the situation where as restrictions are being lifted we must focus on how we will recover and continue to operate going forward and where possible take the opportunity to review and revise processes to enable us to bounce back stronger.

So how do you recover from the lost revenue?

Current market depletion

The reduced economic activity has left you feeling as if your market has been wiped out and you're concerned you won't cover your business costs this year which may effect whether you continue to operate.

Unsure about how to reach out to new markets

Your current clients are no longer buying from you as their businesses have not been able to operate as usual. You're now looking to connect with new clients but not sure how to go about this or get their attention. How do you gain their interest let alone their trust?

Fear over perception of opportunism

You have identified new markets but are not sure how to go about approaching it given the situation as you don't want to come across as insensitive and are concerned that you may be perceived to be profiteering from the current climate.

It's difficult to understand what to do for the best to engage with new customers whilst reengaging existing ones all while keeping your reputation in tact.

So would the outlook be better if...

- You could get clarity on what needs to be done to halt further haemorrhaging of current customer base?
- You had an abundance of business development opportunities to explore and a framework to support this?
- You were supported in developing sustainable revenue stream consisting of a healthy mix of new and existing business?
- You could get back on track with your growth plans?
- You were to rediscover a renewed sense of passion for your business?

If that's the case then I can certainly help.

ENACT Revive & Thrive Growth Programme

Find Your Competitive Position &
Develop Channel Partners with the
ENACT Growth Programme

The ENACT Revive & Thrive Programme has been designed to provide some clarity and structure to support your manufacturing business in coming through this situation with minimal disruption and in better shape.

Evaluate

Audit, Review & Revise your plans in context of the current economic situation

Navigate

Develop a Roadmap to Revive and Thrive

Approach

Optimise Available Opportunities

Convert

Convert Your Available Opportunities

Transform

Adapt & Transform Your Business Successfully

Evaluate

Taking stock of your current situation and examining where you want to be. Ensuring your strategy is fit for purpose going forward whilst evaluating the market to identify the opportunities available

Navigate

Develop the action plan to deploy the tactics for approaching the opportunities identified. This is about prioritisation and systemisation to enable a successful growth campaign

Approach

This relates to all the elements involved in terms of initiating sales conversations resulting from the lead generation activities previously undertaken

Convert

Power up your conversions through developing your team's competencies and collateral. Engage effectively with your prospects to optimise conversions ethically whilst ensuring your reputation remains in tact.

Transform

Develop and deliver customer success programmes to delight your clients through comprehensive on boarding. Begin the journey to transforming your business through developing successful channel partnerships

"Let's get back on track & reflect on where your channel partners will be coming from in the future"

What's included?

Strategy Development Session

Growth Programme Implementation Plan

Fortnightly Accountability Calls

**Coaching,
Resource Materials &
Sales Cribs**

What results should you expect?

The results you should expect are directly proportional to your level of engagement with the programme so with optimum levels of commitment you should expect to:

- ✓ Create a healthy pipeline of marketing qualified leads of which a significant proportion are receptive to having sales conversations whereby the...
- ✓ Chances of converting those into clients are more likely, and...
- ✓ You will come out with a playbook of sales tools and tactics that configure with your business and will support your business development going forward so that not only will your success becomes scalable but also...
- ✓ You will benefit from the lifetime value of the customer, so the wins keep coming for time to come and long after completing the programme

So by the end of the 3 month programme you will have created a business development blueprint for success in coming out of the pandemic.

Work with me

Are you ready to take action?

Are you ready to ENACT your solution and see your business revive & thrive?

We are in this together and I will be working with you to get your sales engine functioning to turn issues into opportunities to drive your revenue growth for your business. We will work together to steer you towards a promising future for the business you have worked hard to make commercially viable before the lockdown was implemented.

Getting Started

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

Click [here](#) to submit an inquiry form and I will contact you to schedule an initial consultation



"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.

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

Chris Dobbing, CEO, Cambridge Mask Company

"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

About me

Allow me to introduce myself.

I'm Sian Thomas, the founder of integrow Sales Solutions, a business growth agency specialising in developing predictable and sustainable revenue growth plans for manufacturers selling via distribution channels.

I develop growth programmes that focus on the key areas of lead generation, customer acquisition and client engagement. The aim is to deliver competitive advantage for businesses that are making great products by marketing them in a more effective way to achieve their growth goals.

My mission is quite simply to grow the prosperity of UK manufacturers for the benefit of the wider community through honest and transparent interactions to instil pride in what we do and inspire confidence in our capabilities to achieve great things.



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

“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.”

Jim Kwik

Let's get started

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or simply click [here](#)



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