

# Launchpad Business Growth Programme



**For scaling manufacturing & software development businesses**

# Getting Your Business Ready for Lift Off



By  
Implementing Sales Systems  
&  
Initiating Sales Conversations  
to  
Convert More Clients &  
Win More Business

Ensuring a successful Lift off!!!  
(and continuing your business  
growth journey)

Getting your business off the ground is a challenging enough time at any time, let alone against the backdrop of the current economic situation. That said, there are many businesses that thrive and perform very well under these circumstances yet there are others requiring more support to get started and develop the momentum they need for growth.

With business confidence being mixed, having seen businesses struggle and thrive in equal measure, just how geared up is yours for growth when the situation normalises in the coming months, possibly years ahead? With the economic impact set to last longer than the actual pandemic itself (until late 2022 according to the IMF), what are your plans going forward?

## How can you create opportunities for your business in these challenging times?



### **Challenge 1: How to build your business when bootstrapping**

You may have limited resources available to you, or have even scaled back on your revenue projections and along with this your investment plans for growth. So with that in mind, how do you get more bang for your buck? How can you grow your business whilst avoiding costly mistakes of applying unsuitable marketing initiatives for the relative start up phase of your business?



### **Challenge 2: How to start sales conversations started when buying habits have changed**

With companies having restructured and seen a significant increase in remote working, how do you connect with your potential consumers and get the conversations started?



### **Challenge 3: How to convert opportunities into custom**

So what's going to get you over the line and your ideal client wanting to do business with you? With reluctance to appear pushy, desperate or aggressive, what can be done to reduce the chances of coming across this way and instead positioning yourself as a credible supply partner?

By not addressing these issues it's difficult to know what to do for the best which often results in doing nothing at all meaning your business is potentially at risk. So how do you proceed with making sales while upholding your principles and keeping your reputation in tact?



## So would the situation look better if...

- ★ You could get clarity on what needs to be done to reduce the impact of poor market conditions on your growth?
- ★ You could get back on track with your plans for growth?
- ★ You were able to develop sustainable revenue streams comprising a healthy mix of new and existing business?
- ★ You had an abundance of business development opportunities to explore and a framework to support this?
- ★ You were to rediscover a renewed sense of passion in your vision for your business?

If that's the case then keep reading to find out more about the **Launchpad Business Growth Programme**



# How it works



Create & Implement the sales systems that will turn your passion into profits and get you to the next milestone in your business growth journey.

The programme will cover how best to **connect** and **engage** with your prospects to **convert** them into valued clients.

At its core it's about targeting:

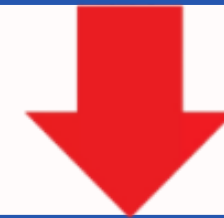
- The right person with
- The right message at
- The right time

**So you can lift off and start your growth trajectory**

**Connect**  
How to turn  
**Strangers into Prospects**



**Engage**  
How to turn  
**Prospects into Opportunities**



**Convert**  
How to turn  
**Prospects into Clients**

**Accelerate Your Growth**

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

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

**6 x Fortnightly Two Hour Sales Training  
& Sales Assignments  
To steer your business  
development in the right direction**

**Monthly Accountability Sessions with Q&A**

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

## What should you expect from the programme?

By fully engaging in the programme you should have:

- ✓ Clarity in terms of your sales and marketing plans.
- ✓ Put in place sales systems that will support your growth.
- ✓ Created a healthy pipeline of sales qualified leads
- ✓ Enhanced your customer conversion rates
- ✓ Developed a sales playbook of tools and tactics that align with your business and will increase your productivity.

By the end of the 3 month programme you will have created a business development blueprint for success that will scale in line with your business.

# 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
- ✓ Passion for Product Innovations as well as Independent & Artisan Producers
- ✓ Invested in long term outcomes

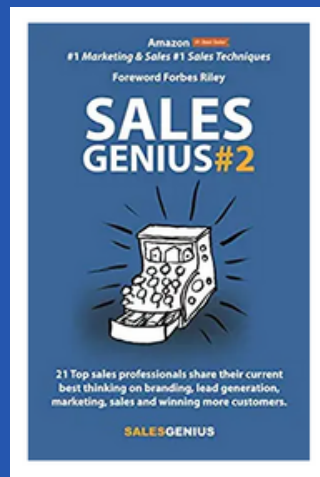
- ✓ Multi Sector Experience gained from 20 year career in Sales
- ✓ Tried & Tested Methodologies with added support you would expect from a Hubspot Partner
- ✓ Driven by purpose and doing the right thing in business





# 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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