

# Sales Services

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 I 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.**

**I 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.**

**My 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 & packages**



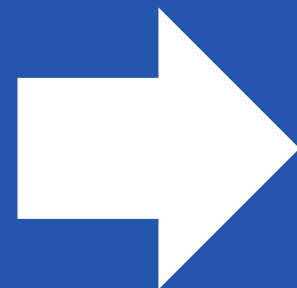


# Hubspot Flywheel Method & Why I use it

The Hubspot flywheel is central to the way I 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.

That's me, so let's talk about you.



# Creating Your Roadmap for Growth

I work with you to develop a sales roadmap for your business.

You have been running your business successfully for some time. You now have aspirations to take it to the next level and want to formalise your sales organisation, putting the infrastructure in place to drive your growth. It's for this reason I have put together sales frameworks to enable this.

The frameworks are divided into 3 areas: Growth Foundations, Lead Generation and Customer Conversion & Success.

Individual business requirements may vary from company to company but generally they all need to have the right infrastructure in place to scale. Delivering optimum value to customer not only ensures you retain them but it's an incredibly effective way to attract new clients too! All of this, of course, relies on making sure that your sales and marketing efforts are aligned - which is certainly something we can help you with.

Although the frameworks remain the same for clients across the board, the complexity of service is determined based on your needs. I offer lite or immersive programmes according to your organisation's size and markets. So let's take a look at these frameworks.



# Growth Packages

## Growth Foundations Roadmap

Target Buyer Profiling

Sales Process & Pipeline  
Management

Technology Requirements

Content Inventory

Sales and Marketing  
Alignment

Reporting & Business  
Metrics

## Lead Generation Roadmap

Lead Generation Channel  
Management

Lead Generation System  
Integrations

Sales Funnel Organisation &  
Optimisation

Sales Collateral  
Development

Reporting & Business  
Metrics

## Customer Conversion & Success Roadmap

Customer Onboarding  
Process Creation

Customer Resource Library  
& Sales Toolkit Development

Key Content & Sales  
Collateral Assessment

Referral Programme  
Development

Online Reputation  
Management



# **Additional Sales & Marketing Services**

**Sales Consultancy & Accountability Sessions**

**Sales Team Playbook Development,  
Coaching & Training**

**Sales & Marketing Workshops**

**Sales Process Optimisation**

**Custom Content aligned with the Buyer Journey**

**General Sales Management Duties**

**Outsourced Sales Development Services**

**So let's work together to create your sales roadmap and continue to support you with your business growth with the provision of the sales and marketing services listed opposite.**

**I will tailor these frameworks to align with your specific business requirements and growth goals.**

**This will be put together for you as you continue your way on your customer journey which has been detailed on the following page.**

# Your Customer Journey

- 1 Initial Conversation:** You have identified a pain or opportunity in your business and you're looking for some help - I can help!
- 2 Discovery Discussion:** Let's take a deep dive into your business and uncover your goals, your current business reality, options & potential way forward
- 3 Proposal / Recommendations:** I will 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 & align agreement on the best way forward for you
- 5 Project Planning & onboarding:** I will take the proposal and incorporate it into a plan of action for your business
- 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 Roadmap**

**Growth Materials  
& Resources**

**Account Manager  
Support**

**Weekly Progress  
Reports**

**Our sales services are designed to set up the foundations for  
predictable lead generation, sales & growth**



# So what are you waiting for?

Let's get started

Contact me:

07866 678833

[hello@integrowsales.co.uk](mailto:hello@integrowsales.co.uk)

[www.integrowsales.co.uk](http://www.integrowsales.co.uk)

## 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



## 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.

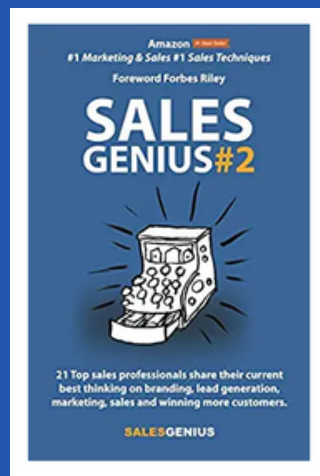
As always Sian was able to quickly identify the key objectives and work with me to create a top to toe plan to coordinate the campaign to success. Much appreciated!"



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

# About me

I'm Sian Thomas the Founder of Integrow Sales Solutions and I'm a Sales architect for tech businesses.



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.

