



# MADE Business Growth Programme

For businesses that make great products and want to sell them  
via distributors, resellers & other channel partners





# 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 next couple of years at the very least. On the other hand having just signed up to a brexit deal businesses finally have some clarity as to future trading relationships whether they're exporting to the EU or not - but what that looks like operationally is yet to be figured out.



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 in the manufacturing sector

## Archaic Sales & Channel Management Strategy

The biggest challenge many manufacturing businesses face is maintaining their revenue position. With increasing closures of high street names in recent times mean that conventional business channels have effectively been wiped out. So what viable alternative routes to market will get them in front of their customers?

## Processes that don't support business growth

In many instances numerous businesses have outgrown their sales process or have even adopted unsuitable ones that are not fit for purpose and therefore restricts their ability to scale successfully.

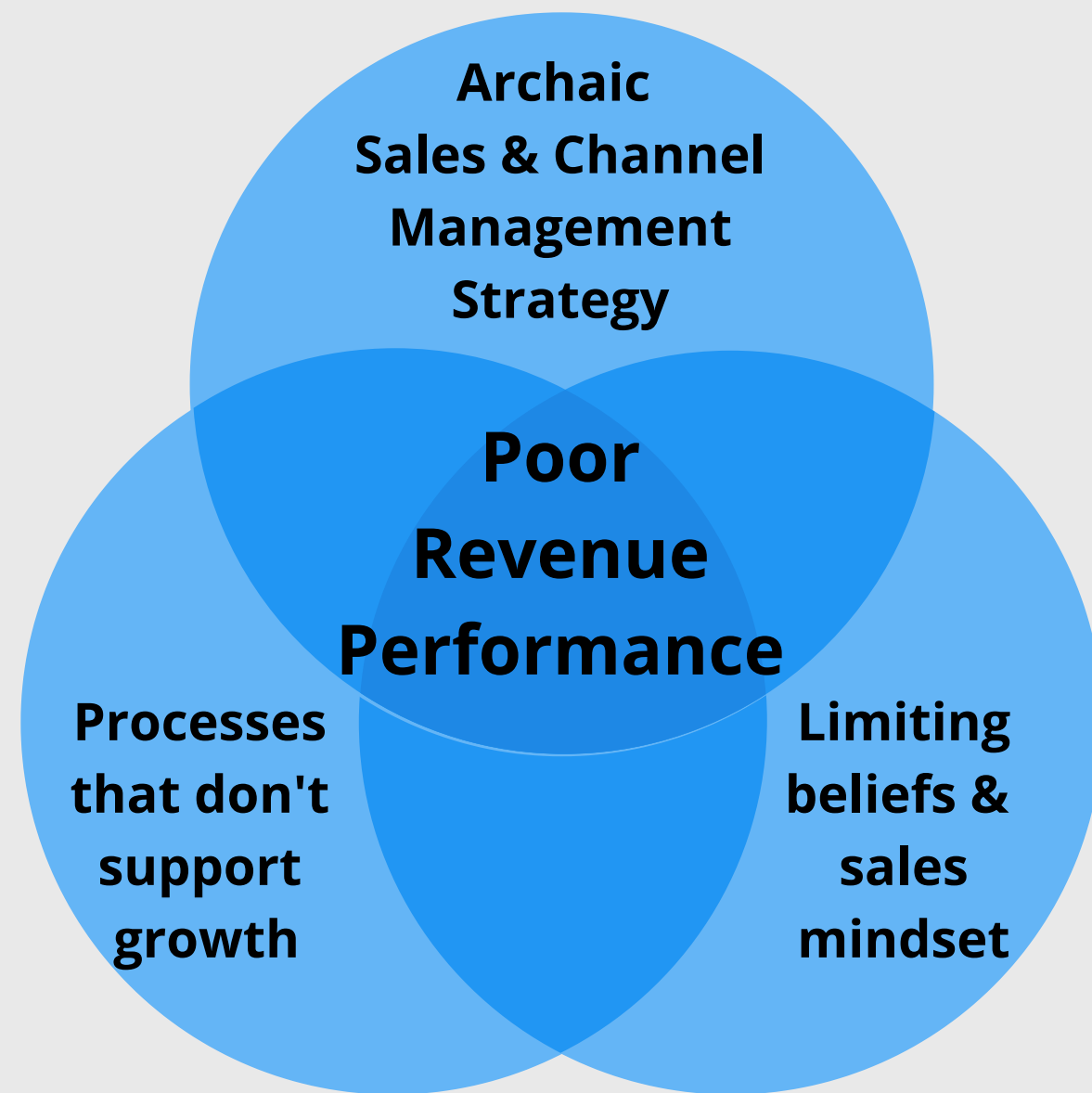
This is problematic for one of the two following reasons.

- 1.They are so overly complicated that it causes a lot of friction in the sales process which inhibits progress and productivity. Or
- 2.They are non existent so nothing is tracked, important activity goes missing and opportunities are missed.

## Limiting beliefs & sales mindset

With many stories of company closures it's understandable that business confidence is low. This creates limiting beliefs in terms of the sales mindset which then creates a downward spiral in terms of behaviour which impacts revenue performance.

So what can be done to halt the decline caused as a result of these contributory factors? How can we put an end to **poor revenue performance** and turn business results around to regain control of your growth potential?



**Key issues manufacturing businesses face**

# 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 MADE methodology

The **MADE** method is designed to:

Empower you to improve engagement within your sales organisation by creating a **Growth Driven Culture** comprising individuals who buy into your vision.

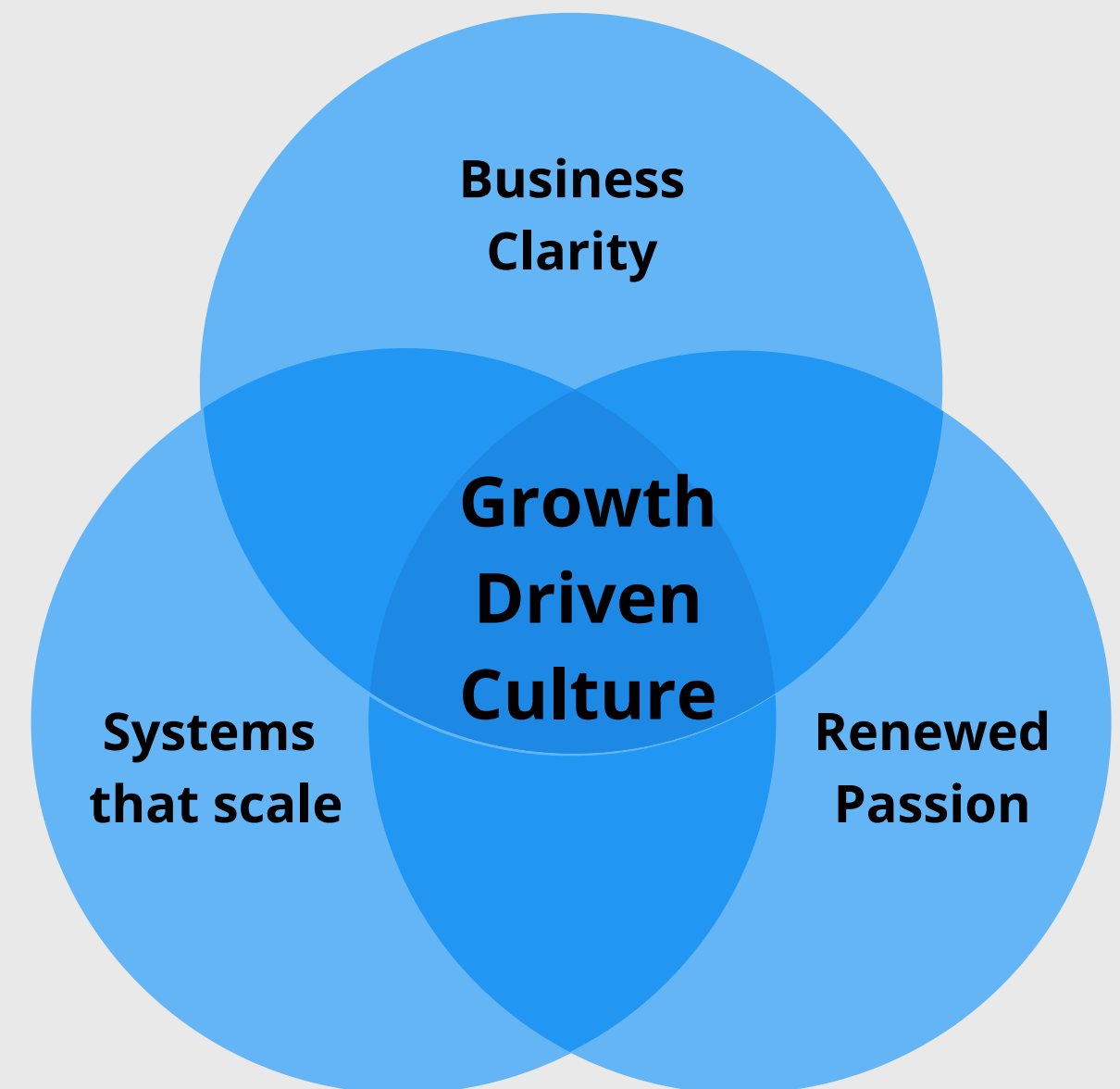
Ultimately this results in enhanced revenue performance through the development of:

**Business Clarity.** Creating a Sales Strategy that is fit for purpose in context of your organisation's capabilities and growth goals.

**Systems that scale.** Develop the business infrastructure that you can implement which aligns with your organisation's capabilities and growth goals.

**Renewed passion** and sense of purpose. All the reasons you've chosen to helm the business in the first place.

So how do we achieve this?



**Components of a Growth Driven Culture**

# The **MADE** Business Growth Programme

## What does it cover?



# What's included in the MADE 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 Cribes**



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

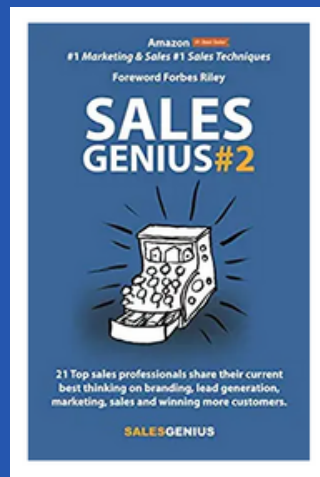
- ✓ Multi Sector Experience gained from 20 year career in Sales
- ✓ Tried & Tested Methodologies with added support you would expect from a Hubspot Partner
- ✓ Driven by purpose and doing the right thing in business





# 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:**

**07866 678833**

**hello@integrowsales.co.uk**

**www.integrowsales.co.uk**

