



# **Sales Strategy Development & Boardroom Sessions**

## **Priming Your Business for Growth**



# Need Predictable

★ Lead Generation?

★ Sales?

★ Growth?



Well it all starts with getting your sales strategy right.

A sales strategy is defined as a documented plan for positioning and selling your product(s) or service(s) to qualified buyers in a way that differentiates your solution from your competitors. Sales strategies are meant to provide clear objectives and guidance to your sales organisation

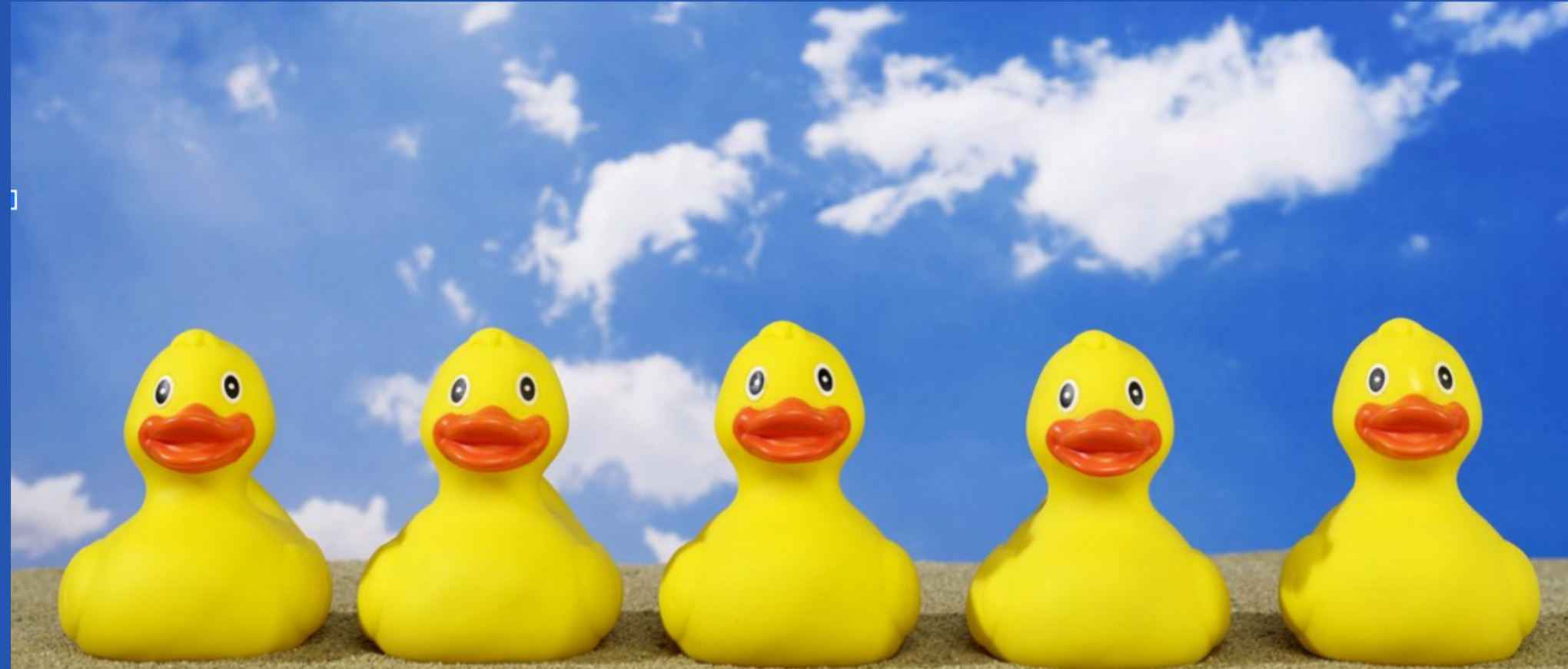
Sign up for a strategy development boardroom session to get clear on what needs to be done to scale your business to enable you to achieve your growth goals.



## What we will cover in the half day boardroom session:

- 1 Your Growth Goals**  
Let's get clear on what you want to achieve
- 2 Your Target Buyer Profile**  
Who are the best fit clients for your product(s) or service(s)?
- 3 Your Proposition Statement**  
How is your offer aligned to your ideal buyer(s)?
- 4 Your Sales Process and Pipeline Management**  
Ensuring your sales process and channels are fit for purpose to deliver your growth goals
- 5 Your Systems & Technological Capabilities**  
Ensuring you have the support infrastructure to achieve your growth goals
- 6 Content Inventory Assessment & Messaging**  
Ensuring you have the materials available to support the customer journey & experience to drive conversions
- 7 Sales & Marketing Alignment**  
Ensuring your customer focused teams are pulling in the same direction
- 8 Reporting & KPI Assessment**  
If your numbers don't show it then you don't know it!  
Understanding the numbers to navigate your business





## So let's get your sales ducks in a row

When you sign up for a sales strategy boardroom session you will be emailed some actions to complete ahead of time to ensure that you get the most from the time together.

The aim of the session is to provide you with the best foundations to achieve your growth goals and your results will be directly proportionate to the level of effort invested in the process. So let's work together with the best platform to scale your business, what are you waiting for? Sign up for £497 + VAT



## 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**



## 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

**So what are you waiting for?**

**Let's get started**

**Contact me:**

**07866 678833**

**hello@integrowsales.co.uk**

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**We're in this together!**