



## Business Growth Coaching



### *Transform the Business Performance of your Company*

Working in partnership with business owners, directors and managers we will identify a range of solutions based on the following processes that will impact positively on your bottom line.

#### **The Sales Map**

The Sales Map is based on the following:

*'You can't manage what you can't measure'*  
&  
*'Time & distance travelled compound the effect of error'*

It will enable you to create an extraordinary system where ordinary activity will generate extraordinary results. Identify conversion rates, acquisition costs and the acquisition cost of sales. Recognize at an early stage if your business is off-track. You can also use the Sales map as a forecasting tool based on current and anticipated conversion rates. Small improvements in your conversion rates of transacting business will lead to a dramatic increase in sales.

#### **The 3 Key Questions of Business Growth**

By discovering and addressing the 3 Key Questions of Business Growth you will see an exponential increase in turnover and profitability. You will be able to increase the number of customers, increase average order values and increase average order frequency.

#### **The Magic Matrix**

Capitalize on the sales, marketing and development spending that has already taken place to –

- Generate more business with your existing customers with your current products and services
- Track penetration rates – overall, vertical and horizontal
- Block competition
- Identify strategic alliances

#### **Branding and the Perception of Price**

*“We value more highly what we've paid more highly for”*

Develop a strong company and personal brand. With the right brand, your clients will be delighted with the price they pay for your products and services. You will be able to test the market on price and position your company more strongly in the market place.

# GREEN SEA COACHING LTD

## **Client Retention Strategies**

- Create long-term profitable relationships
- Forecast sales and income more accurately
- Block competition
- Receive invaluable feedback

## **Goal Setting**

Goal Setting is the essential tool for achieving success in business and every single area of your life. Learn how to set goals so that your future aspirations become reality.

## **Systemized Referral Process**

When a Systemized Referral process is put in place you will achieve some remarkable benefits.

- Numerous 'low cost' or 'no cost' leads
- Higher conversion rates than other forms of leads
- Reductions in marketing costs
- Shorter time line to conversion

## **Time Management**

*"Efficient is doing things right, Effective is doing the right things right"*

Learn how to -

- Generate more results out of every day
- Work on important, not just urgent matters
- Achieve your personal and business goals

## **The Action Agenda**

With a planned agenda you will -

- Differentiate yourself from the competition
- Take control of meetings
- Increase conversion rates
- Understand your customer's organization
- Keep the meeting on track

**For more information about how your company can benefit from Business Growth Coaching please contact Bradley Rood**

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