

Small Business Owner Marketing Coaching Group

Goal: To set customized client business development objectives and the process that supports and measures progress toward those objectives in an affordable, confidential peer-to-peer group setting, providing education, commitment review and shared business development practice discussion

Process:

Create client profile, identifying present relationship and personal reputation building activities

Set objectives for business development meetings with primary targeted prospects and existing clients, if targeted

Set objective for weekly connections

Identify external reputation building opportunities including writing articles; public speaking venues; and external organization participation/membership

Meet regularly, schedule to be determined at the beginning of each group

Education component in each meeting focusing on different parts of strategic relationship development including target and connection identification; inner circle support; referrer network building; relationship mapping; strategic researching; LinkedIn uses; confidence building tools

Provide a safe harbor of accountability for evaluation and improvement

Deliverables:

Greater person-to-person marketing results; enhanced external and internal reputation; increased consciousness of opportunity identification; improved relationship building confidence; and a committed plan for future action

Term and Fees:

Groups meet for six sessions, every other week and we charge a fee of \$300 per participant. Please contact us for additional schedule details and any other questions.

We work with diverse clients and customize this service offering to meet their specific needs. We help the good become great and the best become better. Our clients realize a whole new appreciation of networking and connecting to people when using a strategic perspective.