



Service Offering from Siegman Consulting Services

Service: Group Marketing Coaching

Goal: To set customized client business and career development objectives and the process that supports and measures progress toward those objectives for six to eight participants from the same business or professional services firm

Process:

Meet with each participant to create their individual profiles, identifying individual present relationship and personal reputation building activities

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

Set objective for weekly connections

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

Meet regularly with the group and attend public events or programs with group members

Provide 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:

We meet once with each participant prior to their involvement with an initial fee of \$250 per person. Each coaching session lasts 1 hour with a fee of \$500 per person. We expect significant results within three months.

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.