

## Service Offering from Siegman Consulting Services

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### Service: Marketing Coaching

*Goal:* To set customized client business and career development objectives and the process that supports and measures progress toward those objectives

*Process:*

Create client profile, identifying 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 in person or by phone; and attend public events or programs together

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:*

We expect significant results within three months including potential business development opportunities exceeding our monthly fee of \$2,500.

*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.*