



# SALES IMPROVEMENT SERVICES

## Embedding your strategy

Three business coaching sessions to support business and marketing development utilising the Grow Model.

### THE GROW MODEL

- Goal**  
*What do you want?*
- Reality**  
*Current situation?*
- Options**  
*What could you do?*
- Will**  
*What will you do?*



**Recycle to achieve your goal**

<b>Session 1</b> <i>Strategic Planning</i>	<p>Where we will use the Grow Model to develop an overall plan for the client to follow for the coming year to achieve corporate objectives: Objectives should be SMART.</p> <ul style="list-style-type: none"> <li>➤ Specific</li> <li>➤ Measurable</li> <li>➤ Actionable</li> <li>➤ Realistic</li> <li>➤ Timely</li> </ul>	
<b>Session 2</b> <i>Tactical Planning</i>	<p>Where we can use the Grow Model to consider barriers to progress and overcome barriers to such progress</p>	
<b>Session 3</b>	<p>Where we can reassess session 2 and once again use the Grow Model to consider barriers and overcome such barriers to progress.</p>	

In commercial terms, Sales Improvement Services provide executive coaching for a fixed which includes at least one 1:1 coaching session per month and up to 10 email and telephone support contacts during that period if required.

Contracts can run on a minimum of a three month basis and extended on a three month rolling basis thereafter.

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