

GRETTON – WORKING FROM HOME

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Name of Business: Sales & Marketing Coaching to IT companies
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Other Details:
Brief Description of Business (10 words): Coaching services to enable successful commercial exploitation of technical excellence.
Type of Work Involved (100 words) <p>These services draw upon over 25 years of practical experience working as a Sales and Marketing focused Director.</p> <ul style="list-style-type: none">• Strategic Support, Developing the Sales and Marketing strategy• Executive Coaching and Mentoring, Supporting Executives through personal and organisational change.• Technology Adoption Applying the Technology Adoption lifecycle to a practical Sales and Marketing strategy that will deliver real results• Sales Management and Support Helping sales teams deliver results!• Solution Selling Helping sales teams to be more effective and win more business.• PRISM Practical Integrated Sales and Marketing, Putting the Customer at the centre of Sales & Marketing activities.• Direct Marketing Targeting the correct customers for your solutions!• Web Marketing Developing a web marketing strategy that delivers results!