



Strategy. Communication. Sales.

Business growth topics and curriculum

We will carry out a high-level analysis of your business and your market. This will help fine tune the workshop to make it relevant and aligned with your goals. It will also help us to make clear recommendations and actions on how to cut through the noise in your market and differentiate yourselves from your competitors.

The workshop will cover:

- Principles of a trust-based framework/communication
- The Buyer Journey
- Buyer influence/empowerment/guidance
- Buyer persona analysis
- Pain points
- Implications
- Trust, communication/information strategy and buyer alignment
- Messaging and positioning
- Differentiation
- A finely tuned alignment with the buyer's journey and needs
- Sales and marketing strategy
- Step by step buyer alignment with each of the relevant sales channels that are relevant to you (see the list below)
- Unified communication through the omnichannel marketing and sales approach
- Alignment with your structured sales process (SPIN, MEDDIC, CCS, etc), if applicable
- Alignment with your systems, e.g., your CRM and document management
- Market analysis, including competitive landscape

We will provide training and insights across the omnichannel sales and marketing channels that are relevant to you, aligning each step with your buyer's journey:

- Analysts
- Awards/Accolades
- Blogs/articles
- Books/eBooks
- Business directories
- Cold email
- Conferences
- Focus-groups
- Industry groups
- Internal procurement/outsourcing
- Messaging systems (SMS, WhatsApp, etc)
- Networking
- Partnerships
- Phone
- Podcasts
- Pricing models
- Referrals (including Voice of the Customer campaigns)
- Search engines and SEO
- Social media
- Specialist and vendor websites
- 3rd-party outsourcing/procurement systems
- Video (one way)
- Web-chat
- Webinars (interactive)
- Note: We don't cover advertising



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We will also cover alignment with your business processes, sales operations (CRM, integration, compliance, etc), lead data sources, e.g., GlobalData, ZoomInfo, Sales Navigator, etc., will touch on some of your customer service practices and will ask for a list of your key competitors that you bump up against most frequently. The information will help us to help you align all areas.

Next phase – Launching your sales and marketing

GRGC Consultants can help delivery through:

- Actively supporting implementation, guidance, and execution of approved recommendations
- Provide world class professional research, communications, copywriting and editing services to support the trust-based framework and communication foundations, and other steps
- Provide commercial guidance through 36+ years sales and marketing experience (18 years global SaaS and Enterprise experience up to Global VP level).
- Provide Voice-of-the-Customer interview services. The output from this can guide your sales, marketing, product, and services strategies
- Provide ghostwriting and/or publishing services if printed books become part of your requirements. Please go to www.wordferret.co.uk
- Deliver workshops and consultations where required
- Part-time senior sales contractor services or marketing support in the US and/or UK

A brief note about the team supporting you

Ray Colliia, Co-Founder and Lead Consultant for GRGC Consultants has over 36 years sales and approximately 18 years marketing experience. He's been a number one or top 10% sales performer or led top teams for 26 of the last 28 years. Typically, his roles have been Global Head of Sales and Marketing, VP Sales and Marketing and VP Commercial, as well as acting as an advisor for Rothschild and Co. He has closed many 'impossible' deals and his successes include closing a \$22M deal for a \$40M SaaS company and has also grown a small business with just one customer into the market leader with more than 50% of market share. These are just two of the many case studies that he can share.

Gina Colliia, Co-Founder, is an internationally renowned author, writer (academic, business and fiction), researcher, ghostwriter, copywriter, editor, and publisher. Her books can be found in major institutions and libraries around the world, including the Library of Congress and the British Library. Her work can play a critical part in your communications strategy and success.

The marriage of our skills, experience and background are what make GRGC Consultants so unique.