



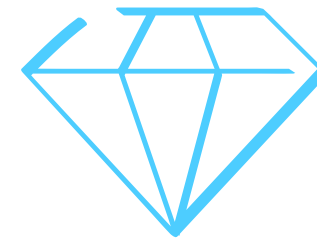
Bespoke Coaching & Consultancy

A unique business coaching
programme designed to help you
achieve sustainable growth

Craft
Coaching

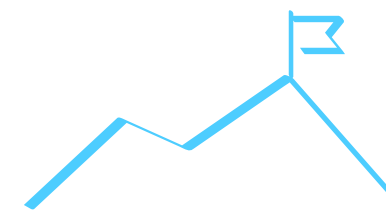
A coaching approach to business development

There's something bugging you in the back of your mind. You "get" marketing, but nothing seems to be working. **You want to scale, but you can't rely on referrals forever, and you're unsure of the right tactics to get you there.** I get it – that's why I created the Signature Craft Programme. I'll help you achieve sustainable growth in the turbulent digital sector, through three core principles...



Tech Sales & Marketing Success

So you can achieve the ambitious growth targets you have for your company



Exceptional People Management

So you attract and retain a talented team who choose to stay and develop with you



High-Performance Mindset Building

So you create a coaching culture that supports and sustains your growth long-term

But change adoption isn't easy. You can't have successful growth without developing **an adaptive mindset towards innovation.**

That's why Leading Energy Profile® (LEP) is incorporated into the Signature Craft Programme.

66

Caroline's coaching is clear, considered and practical. I left our session together with a much stronger understanding of how I can communicate better, and all the tools I need to develop myself as an agency leader each and every day.

99



Sam Winsbury, Founder of Kurogo

leading energy profile.

A self-awareness tool that reveals your cognitive bias (your preferred way of thinking), LEP's underlying principle is that if we can better understand the way we think, it gives us a choice over how we react to people and situations around us – from communication to leadership.

Rooted in biological psychology with the core elements of Cognitive Behavioural Therapy, it's not only a powerful collaboration tool – it also **gives a business the edge over understanding its customers**, their needs and the best ways to connect with them.

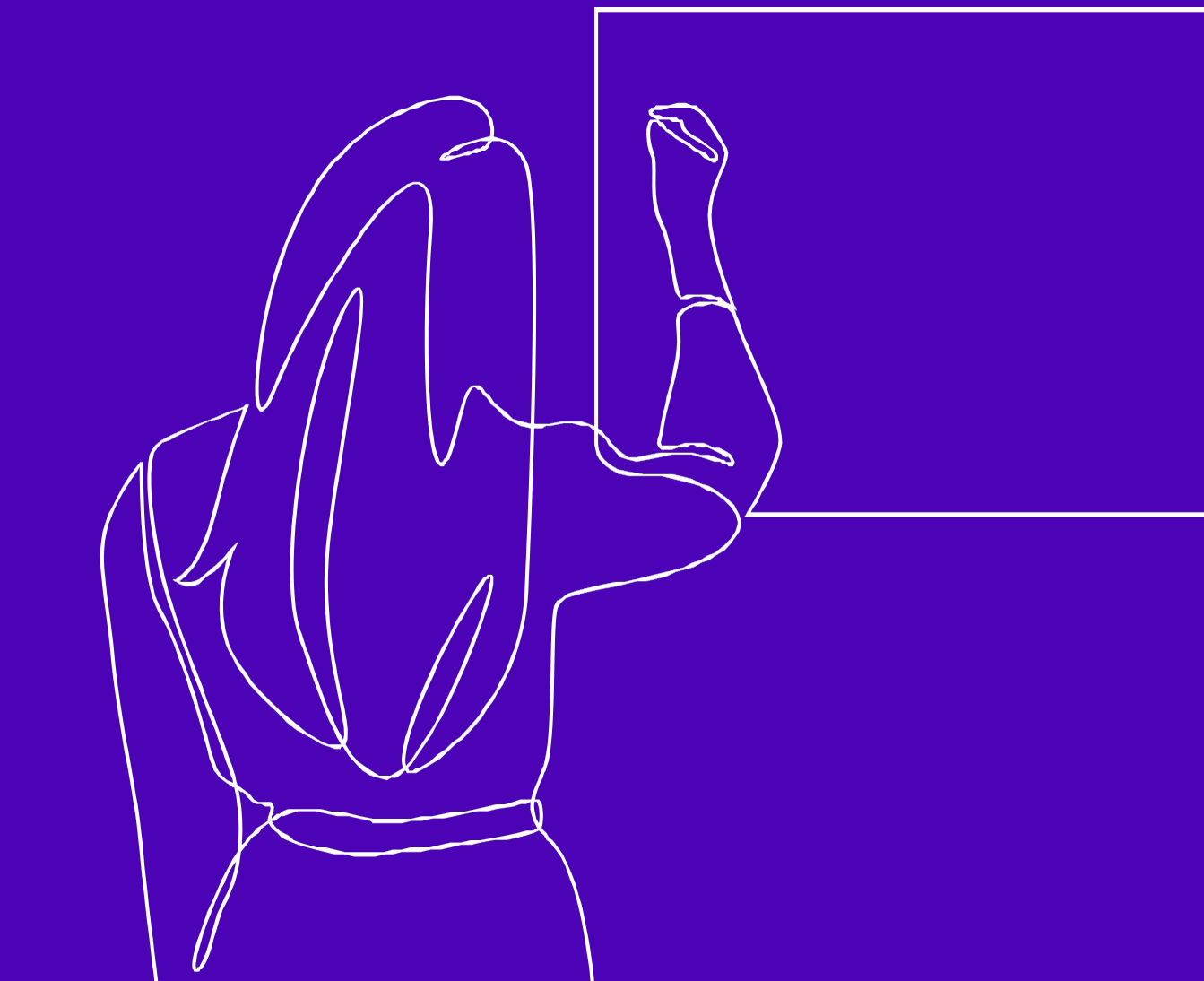
This programme is for you if:

- ✓ You rely on referrals for new business – but you're ready for a different approach, **so you can build a consistent sales pipeline**
- ✓ You're ready to build a unique offering that sets you apart from the competition, **so that you can win bigger and better clients**
- ✓ You're looking for focused, strategic sales and marketing tactics that deliver results, **so that you can reduce wasted spend**
- ✓ You need a direct sales approach that feels authentic and builds relationships, **so you can ditch the cold calls and boost conversion rates**
- ✓ You want clarity on the ideal front-office roles to support your growth, **so that you maximise your resources and skillsets**
- ✓ You're looking to empower your team to take initiative and enhance their communication, **so that you're free to focus on the bigger picture**

66 *Caroline got to know our business inside and out, and really helped to shape and define the 'secret sauce' that makes 6B unique for our team and our customers.* 99



Paul Brown, Founder and CEO of 6B



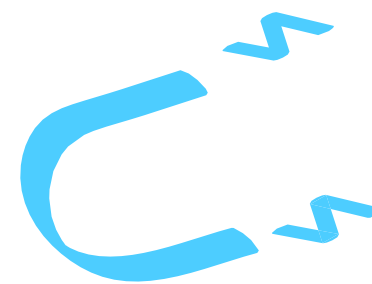
The 6-month Signature Craft Programme

Depending on where your business is up to and your specific challenges, we'll consider these three core stages over the next 6 months...



Discover

Identify your true USP in a competitive marketplace, and create a sales and marketing strategy with tactics and campaigns that drive quality results



Market

Position and sell more effectively, with refined buyer personas, messaging that hits the mark and a clear proposition that clients understand from the get-go



Scale

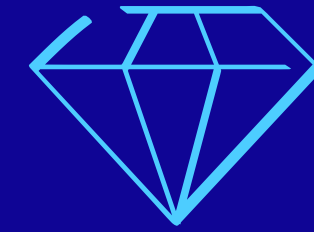
Grow your business with the right skill sets and processes in place, developing your leadership and management team while maximising resources

9 key areas we can work on together:



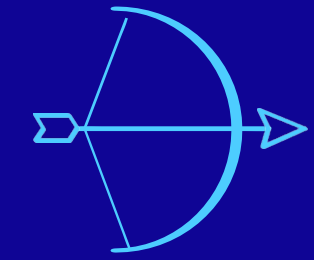
1. Strategy Roadmap

A deep-dive into your business goals so we can create a plan of action that works



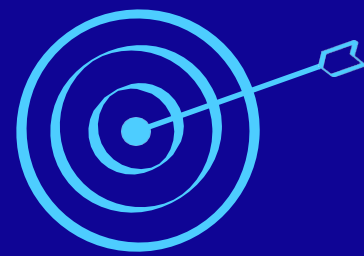
2. Offer Refinement

We'll uncover the pain points behind your proposition, making its value a no-brainer



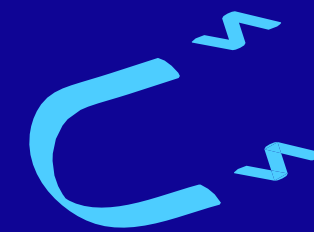
3. Brand Positioning

We'll define your true USP, one that ideal customers want to work with



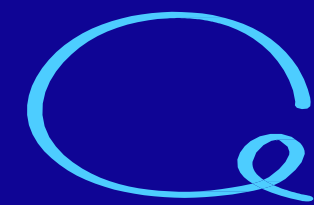
4. Next-level Sales

From direct messaging to LinkedIn prowess, up your business development game



5. Lead Generation

Create marketing campaigns and lead magnets that are built to attract ideal clients



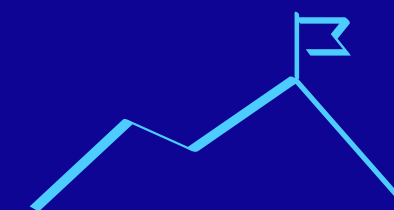
6. Confident Conversion

Build efficient pipelines, processes and pitch decks so your conversion rates improve



7. Performance Optimisation

We'll uncover the best place to put your budget when it comes to tools and automation



8. Team Development


We'll plan the ideal team, upskill your management and focus on employer brand



9. Scale Up

From client nurturing and account growth to brand development, we'll plan for ideal company expansion

Tailored to suit your aims, the Signature Craft Programme **for Individuals** is ideal if:



You're looking to boost your sales results

If you're on the business development team or in an account growth role, we'd look at how you can expand and refine your skillset in areas like direct messaging, conversion, collateral and market approaches.

You want better quality lead generation

Marketers may use this coaching and mentoring package to analyse their current activity, develop stronger messaging and create impactful lead magnet funnels, ideal for B2B audiences.

You're new to management

There's often no training for new team leads, but you need to adapt fast to the demands of your role. This package will help you build authority, discover your own leadership style and navigate challenging scenarios with confidence.

You desire a high-performance mindset

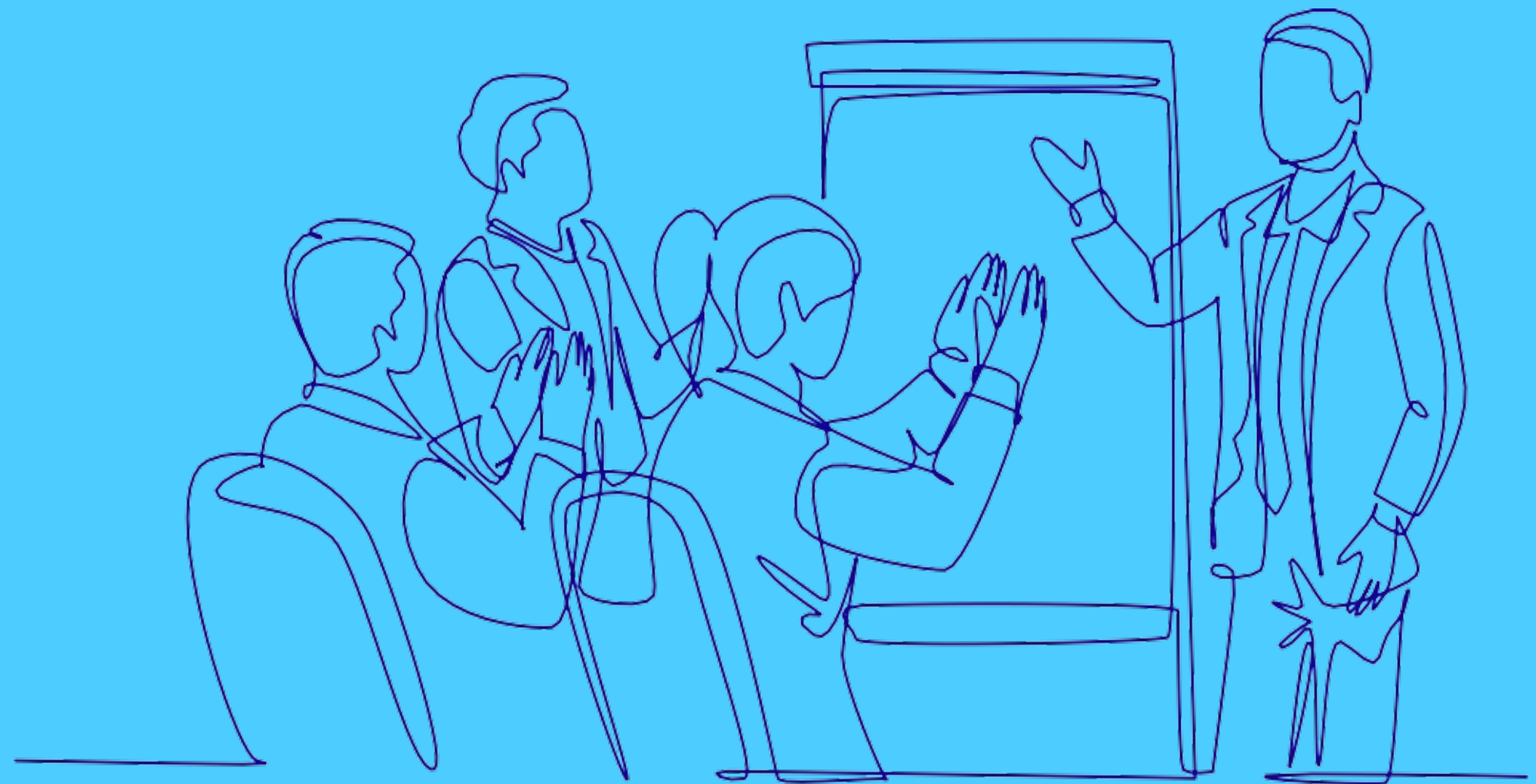
With an executive coaching approach, this package is ideal for senior execs, c-suites and business owners who need to be challenged in their thinking and take their problem-solving to a new, more effective level.

For a more hands-on approach, there's the Signature Craft Programme for Businesses

Having an experienced director "on tap"

Every business needs a Sales & Marketing Director. They need that person who can take the business vision and translate it into a strategy. Someone who can direct the team on its implementation, coach them through challenges, and ensure the "doers" stay on track.

But you often don't need one full-time. That's why I created the Businesses package as a unique approach to consultancy. From crafting a sales and marketing strategy and proposition, to hiring the right skills for success, I'll be there every step of the way to support and develop your front-office team.



What's included in my Signature Craft Programme?	Individual	Teams	Business
60min kick-off call to ensure clear expectations around business KPIs and success metrics are set, eg desired coachee performance improvement, revenue increase, lead generation targets and so on	✓	✓	✓
Up to 3 hours of consultancy workshops that address key business problem areas identified in the kick-off call, from company mission, vision and values and website improvements to personal brand building.	✓	✓	✓
Leading Energy Profile® assessment (completed online) and bespoke half-day training session, including all materials	✓	✓	✓
Follow-up 1-2-1 LEP coaching sessions for all coachees ; we'll consider the professional and performance implications of your LEP assessment, and create an action plan to suit your personal role and performance goals	✓	✓	✓
x2 60min 1-2-1 coaching and mentoring sessions per month for each coachee delivered online. All recordings of virtual sessions are available to download for 30 days before being deleted to ensure data privacy	✓	✓	✓
Quarterly half-day team sessions ; collaborative and interactive workshops, designed to get teams working together, adapting to one another's cognitive biases and fostering a strong environment built on a coaching culture	✓	✓	✓
Up to 6 hours per month to use for workshops – from company mission and vision to sales messaging and marketing activity, the content of these sessions depends on your business focus and aims: discover, market or scale	✓	✓	✓
Up to 4 days per month on director-level duties – for example, collating workshop findings to create a 6-month sales and marketing strategy and define your sales pipeline, craft new buyer personas, messaging and lead magnet briefs for effective conversion, or writing job specifications and supporting with the hiring of new team members	✓	✓	✓
A final handover session in month six with key stakeholders to review key achievements from the programme, success against initial KPIs, team performance improvements and recommendations for continued growth	✓	✓	✓
Additional 60min 1-2-1 reflection session at the end of the six months per coachee , to assess performance and mindset improvements, as well as establish their continued development aims and plans post-programme	✓	✓	✓
Unlimited Q&A 9am-5pm, Monday to Friday , via email, phone and Whatsapp outside of sessions and workshops, so you get the support you need as and when stressful situations or business strategy questions arise	✓	✓	✓

Programme Investment

*The Business package is priced based upon a front-office team of between 3-5 people, to ensure everyone gets ample coaching time and support.

Where you have a larger sales and marketing department, or you'd like to roll out LEP across a larger team without the consultancy side of the programme, there are **Team package** options. This is ideal for:

- ✓ a **first-time management** layer
- ✓ departments who **struggle to collaborate**
- ✓ senior directors who need to adapt quickly and **inspire action across the business**

Contact me directly for a quote – I'd be happy to discuss your specific needs.

Package options	Monthly payment plan	Single, upfront payment
Signature Craft Programme: Individual	Initial upfront payment of £2,000, then x5 monthly payments of £900	£5,850 (10% discount)
Signature Craft Programme: Teams*	Price bands by team size from £1,000 per person per month – contact me for details	Discounts based on group size – contact me for details
Signature Craft Programme: Business*	Initial upfront payment of £8,500, then x5 monthly payments of £6,000	£34,650 (10% discount)

Ready to work together?

Whether it's developing a powerful leadership style, or de-bugging your sales and marketing, I can't wait to support your growth in the digital and tech industry. Get in touch with me today and we'll get you booked in for your kick-off call.

How?

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[/in/carolinecanty](#)

+44 7943 762 296



When?

Monday to Friday

09:00 - 17:00

www.craftcoaching.co.uk

