

IA

GROUP

The logo consists of the letters 'J' and 'E' in a white, sans-serif font, separated by a vertical line. This logo is centered within a dark blue circular graphic that has a thick border. The background of the circle is a blurred cityscape with a large fountain in the foreground.

STRATEGIC GROWTH MASTERCLASS

IGNITE YOUR BUSINESS GROWTH

Discover the Keys to Unlocking Growth
Potential and Dominate Your Market.



What is it?

In-person and virtual ½ day growth strategy masterclass designed for small business owners and executive teams. Discover how to uncover strategic advantage, tap into new customer growth levers and build a motivated plan for your entire team.

Many traditional companies believe you can only work on one or a segment of customers. We'll help you move the maximum number of customers into a new profitable relationship with your business.

Whether you're seeking to drive revenue, increase profits, engagement, retention, or simply build greater market confidence, this masterclass is designed to equip you with actionable steps.



BENEFITS...

01

Drive Revenue

03

Increase Engagement and Retention

02

Increase Profits

04

Build greater market confidence



PART ONE

Outcomes **Focused**

We help you identify areas of leverage, remove blocks to progress and uncover new opportunities to bring success to your business, teams and customers. More than 174 documented opportunities have been created.





PART ONE

Operationally **Driven**

Every concept, strategy, and resource for every Advantage Masterclass is set up to help a company execute the plans created. 84% of companies that invested in an Advantage Masterclass saw a result less than 30 days after.





STEP TWO

MASTERCLASS

WHO IT'S FOR

This masterclass is tailored for:

- Small Business Owners
- Leadership Teams
- Collaborators and Decision-Makers



Why Invest in This?

In today's market, you can't just be good at engaging your customers; you have to be great. This masterclass equips you to meet today's competitive growth needs and exceed customer expectations.

Relying solely on your current approaches without a hard look at whether or not it is designed for success 12 months from now is a fatal approach.

If you want to gain the edge in your market and know what to do TODAY. This masterclass is for you.

You'll walk away with tangible plans, working strategies, and the support needed to conquer challenging markets.

How Does it Work?

This is designed to be a high level executive strategy meeting all about growth...The steps to results are below...





Our approach is founded on five powerful principles that ensure accelerated learning and results:

Every half day masterclass is focused on

- Specific Goals: Set clear objectives.
- Learning Commitments: Make actionable commitments.
- Supportive Feedback and Challenge: Receive constructive input.
- Purposeful Practice and Critical Thinking: Apply knowledge effectively.
- Contextual Scenarios and Active Testing: Real-world applicability.

"Thanks so much, Jermaine, after your training with the senior team. There is a definite positive feeling about the future of our division. Keep doing what you're doing." — European Regional Sales Manager, Roche Pharmaceuticals.

As a multi-business owner who spent two decades in sales/leadership, I know the importance of results. Not just the results that come predictably in the future, but ROI to make a difference today. This masterclass is engineered to do just that.

Discover some success stories:

- **BDO** – Doubled revenue with a customer deal to \$150k within 72 hours
- **E-Careers** – Closed £40k client with a significant delay within 5 days.
- **Tech Data** – Closed a £5k MRR customer technical solutions deal in 3 weeks with typical lead times of 8-12 weeks.

Discover some success stories:

- **Bayes Business School** – Built the CX strategy in a day that drove satisfaction from 64 to 89%.
- **Catalyst Care Group** – Designed a centricity strategy that identified and eliminated six-figure hidden costs.
- **PGE** – Retained 100% of major client business in a pressured market.



STEP THREE

MASTERCLASS

**INVESTMENTS AND
RESULTS**





What's Included

in the total masterclass investment

By the end of this masterclass, you'll have a solid understanding of the many options to leverage your existing customer base and drive growth for your business. You'll also have the tools and resources you need to make an impact within days and weeks, not months.

Whether you're a start-up looking to gain traction or an established business looking to take your growth to the next level, the **Customer Advantage Growth Masterclass** is what you've been waiting for. So don't miss out.

INVESTMENT

The total investment includes:

- Pre-Masterclass Assessment: Identify your growth maturity, blind spots and opportunities.
- Results Tracking Technology: Stay on top of your progress.
- Growth Masterclass Workbook: A practical guide to implementation and driving growth.
- Three Months of Execution, Accountability, and Support Calls: We're here to ensure your success.

RESULTS

Expected growth results:

- Capture a minimum of 6-7 growth strategy opportunities.
- Generate at least a 20% increase in additional revenue.
- Leave with a fully established plan with executable points everyone can take action on.
- Understand and know how to solve the internal and external blocks and challenges to growth.

Investment

\$5,000 + expenses

including travel, accommodation, studio equipment hire for virtual/hybrid event.

+\$2,000

for international travel outside the US.



STEP FOUR



WHAT NEXT?

**WHO WILL DELIVER THIS
AND HOW DO YOU GET
STARTED?**



About Jermaine

Jermaine is a leading customer growth expert, advisor, international speaker, and award-winning author.



With more than 20 years of sales and leadership experience, Jermaine specializes in working with brands to build customer growth and loyalty strategies that work. Since 2016, his clients have delivered more than \$250 million in value to their customers. His revolutionary customer strategies improve retention, fuel revenue, and provide a competitive advantage in tough market conditions.



Of all the businesses he worked with, Jermaine noticed that the most successful were customer oriented. This inspired him to develop a path for customer growth that small and midsize enterprises (SMEs) could apply to gain a needed advantage in tough climates.

Jermaine has coached hundreds of leaders and spoken on stage to thousands of organisations. Today his business advises both SMEs and top global industry leaders to adopt a customer-centric approach to growth. Some of which Dell Technologies, London Business School and GE.

His secrets of 'Customer Growth Systems' thinking transform the way business owners and leaders partner with their teams and customers to achieve success.

**ADVANTAGE
GROWTH**

MASTERCLASS

BOOK YOUR PROGRAMME BELOW:

**BOOK A CALL TO DISCUSS THE FIT WITH
YOUR BUSINESS – [CLICK HERE](#) OR BELOW**



We look forward to serving your team,
business and customers to get the best
and highest results from your investment