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GROUP



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CUSTOMER ADVANTAGE COACHING

IGNITE YOUR BUSINESS GROWTH

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



What is it?

A powerful virtual coaching programme designed for businesses with ambitious and growth minded account management and customer teams. Unlock new thinking, break recurring challenges and produce greater results with your existing customers.

Coaching is one of the most powerful frameworks today for guiding individual conversations and improving team effectiveness. It is not about giving all the answers but focusing on high impact decisions that lead to better actions and more consistent results.

Whether you're seeking to drive revenue, increase profits, engagement, retention, or simply build better relationships, this coaching programme brings the latest thinking to support results for today and 12 months from now.



BENEFITS...

01

Drive Revenue

03

Increase Engagement and Retention

02

Increase Profits

04

Build greater customer relationships



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 Coaching session is set up to help your team execute plans created. 84% of companies that invested in an Advantage Coaching saw a result less than 30 days after.





STEP TWO

COACHING

WHO IT'S FOR

This COACHING is tailored for:

- Account Management
- Customer Success
- Customer/commercial teams



Why Invest in This?

In today's market, you can't just be good at engaging your customers; you have to be great. The Advantage Coaching Programme equips teams 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 programme is for your team and business.

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

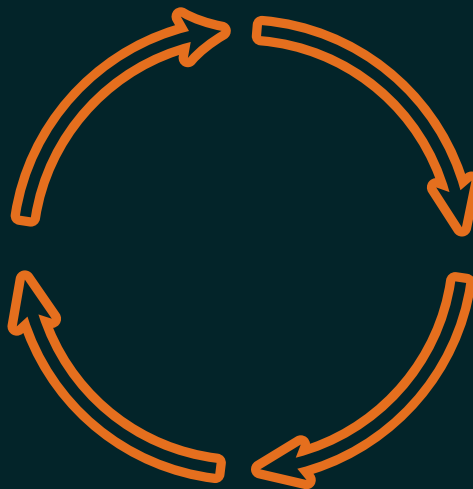
How Does it Work?

STEP ONE – PRE WORK

- Pre work consist of:
 - Overview
 - Instructions
 - Content description
- Includes:
 - Video
 - Article or worksheet
 - Evaluation Question

STEP FOUR – COACHING, CLINICS & FEEDBACK

- Coaching acceleration
 - booked in 1-1 with Leadership to review learnings and actions to implement
- Results feedback AND Clinics
 - Opportunity for each member to feedback successes and access clinic support to continue development and address challenges



STEP TWO – DELIVERY

- Delivery of a high impact session:
 - No more than 3-5 big ideas
 - Opportunities for practice and discussion
 - Stated actions and commitments
- Competency focus:
 - Self Awareness
 - Adaptive Communication
 - Presentation
 - Critical/strategic thinking
- Trait focus:
 - encouraging initiative
 - giving challenge

STEP THREE – POST WORK

- Post coaching session assignment
 - coaching feedback
 - book in 1-1 coaching w/notes
- Access to resources & tools
 - Recording of the call
 - Implementation guide
 - Battle cards



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

Every coaching session 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.

CHECK OUT OTHER CLIENT RESULTS

Discover some success stories:

- **BDO** – Doubled revenue with a customer deal to \$150k within 72 hours.
- **PGE** – Rescued critical client deal worth 500K 5 days before renewal.
- **Tech Data** – Closed a £5k MRR customer technical solutions deal in 3 weeks with typical lead times of 8-12 weeks.



"Jermaine's an engaging and inspiring trainer, I would (and have) recommended to others. I feel like we scratched the surface of some of the content areas and hope we can have the change to develop further."

Nick Brown

Global Key Account Director, Mintel



STEP THREE



COACHING

**INVESTMENTS AND
RESULTS**





What's Included

in the total coaching investment

By the end of the programme, your teams will 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 have a new or experienced team, the **Customer Advantage Coaching programme** is what you've been waiting for. So don't miss out.

I N V E S T M E N T

The total investment includes:

- Six Month Intensive Programme
- 2X60 min Monthly Virtual Coaching calls
- lifetime access to recordings
- Coaching playbook and tools
- coaching assessment and team feedback
- 2X team 90 min learning reinforcement workshops and capability evaluation
- 2x 90 min leadership group check in alignment calls

R E S U L T S

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 customer growth.

Investment

\$10,000 + expenses [only if required]
equipment hire for virtual/hybrid requirements.



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 COACHING

PROGRAMME

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