***What does Susan Gold Coaching offer?***

Susan Gold coaches business owners and leadership teams to develop custom, practical strategic marketing action plans that attract Ideal Client markets that are profitable and a great fit for the company.

***Strategic Partners that are good connections for Susan include:***

* CEO Peer Advisory Board Consultants (Vistage, TAB, Entrepreneur’s Organization)
* Business Consultants and Coaches (EOS, Focal Point Coaching)
* Fractional CFOs and Controllers (B2BCFO, Focus CFO)
* Fractional VP of Sales, Sales Management (Sales Xceleration)

***Ideal Client Targets Susan works with:***

|  |  |
| --- | --- |
| **B2B Professional Services Firms** | **B2B Other Firms** |
| * Accounting/CPA firms
* Management Consultants and Coaches that specialize in business performance, HR, operations, sales and technical
* Software Development Firms
 | * Manufacturing
* Industrial
* Commercial enterprises
 |

***What pain points does Susan address? What should I listen for?***

* *We need more clients but have no idea how to find them*
* *We want higher quality clients to replace our underperforming ones*
* *We’ve spent money on marketing and nothing is working*
* *We’re doing our planning and have no idea what we should be doing for marketing*
* *Sales and marketing are not aligned and we don’t know how to fix it*

**What are the ways Susan works with clients?**

* 1-to-1 Private Marketing Strategy Coaching for business owners
* Marketing strategy coaching for teams (sales, business development, and leadership teams)
* Full custom consulting engagements

**Email Intro Blurb:**

I would like to introduce you to Susan Gold. She is a Marketing Strategy Coach who works with small to mid-sized companies to attract more their most desirable clients and develop a detailed, specific strategic action plan. Susan helps her clients stop wasting time and money on non-productive marketing efforts. Her focus is purely on the strategy and the plan development, and has the resources for her clients to execute as needed.

You will find her Linkedin profile here: [Susan Gold](https://linkedin.com/in/susanmgold)