Networking Overview

Susan Gold
Susan Gold Coaching

WHAT SUSAN GOLD COACHING OFFERS

Business-to-Business (B2B) companies invest in marketing and still lose deals, chase the wrong clients, and grow slower than their potential. Susan Gold Coaching works with CEOs & leadership teams to build data-driven marketing strategies that attract ideal, profitable clients, delivering clarity on positioning, messaging, and the specific action steps that produce real revenue growth. Clients gain higher transaction values, stronger pipeline quality, and the clarity and confidence to scale.

WHAT MAKES SUSAN DIFFERENT

Four decades bridging B2B best practices with traditional and digital marketing, applying a proprietary 6-step strategy methodology grounded in business data, not marketing metrics. Susan develops the strategy, roadmap and execution plan, then introduces the right creative team to execute. She remains an ongoing strategic resource throughout development. Most consultants and agencies focus on tactical activities they offer vs. what the client actually needs. Susan does both.

STRATEGIC PARTNERS

Good connections who serve the same markets:

- CEO Peer Advisory Board Consultants (Vistage, TAB, EO)
- Business Coaches & Independent Consultants
- Fractional CFOs & Controllers (B2BCFO, Focus CFO)
- Fractional VP of Sales & Sales Management

IDEAL CLIENT PROFILE

B2B Professional Services, Commercial & Manufacturing firms where:

- Leadership wants to move from 'busy' to 'strategic'
- Positioning hasn't been differentiated; ideal best-fit markets are unclear
- Technical expertise exists, but marketing sophistication doesn't
- Revenue: $5M–$50M (sweet spot: $10M–$30M)

PAIN POINTS: WHAT TO LISTEN FOR

When you hear these phrases, think of Susan:

- We need marketing direction but we don't have it on staff and haven't been getting it from others we've tried
- We're spending money on marketing but nothing is working
- We want higher-quality clients so we can exit the less-desirable ones
- We're not sure what we should be doing to support our sales goals

HOW SUSAN WORKS WITH CLIENTS

Three flexible engagement models:

- 1-to-1 Private Marketing Strategy Coaching for business owners/CEOs
- Team coaching for sales, business development, and leadership
- Full custom consulting engagements (tailored scope and duration)

EMAIL INTRODUCTION BLURB

I'd like to introduce you to Susan Gold, a marketing strategist who works with CEO/leadership teams to develop data-driven strategies that attract ideal clients. With 40+ years bridging traditional and digital marketing, she builds the strategy and detailed Action Plan—then brings in the right team to execute. She works with B2B professional services, fintech, commercial and manufacturing firms that want marketing sophistication but lack in-house expertise. Worth a conversation if this resonates.

SUSAN GOLD COACHING
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