



F4BG Coach Profile

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Description of Coach business and expertise (150 – 200 words)

I am a **strategic planning, marketing & PR, sales and HR expert**. I am a trainer, coach and consultant to other trainers, coaches, consultants and managers. I help my clients to spot the weaknesses in their strategies and tactics and to implement winning strategies with the aim of **accelerating the growth of the organisation**.

I have focused my activities on:

STRATEGIC PLANNING

- Identify existing and future problems and the needs of buyers in order to come up with solutions
- Evaluate the organization's business/marketing/communication strategy to determine whether it is competitive

PUBLIC RELATIONS

- Help organization's top executives to prepare for presentations, speeches and debates

SELLING

- Help experts to prepare for direct selling and negotiations
- Accurately forecast opportunities and manage pipeline
- Work with team to pre-qualify leads and obtain background information on potential customers and their industry to increase the likelihood of the deal closing
- Develop and refine sales messaging, obtain a strong product knowledge and identify key deal-closing criteria

HUMAN RESOURCES

- Screening potential hires for cultural fit and predicting risks
- Boosting employee engagement

