



The Importance of Personal Branding  
in Growing Your Business

“Connection  
is **Currency.**”

Building authentic relationships fosters trust and credibility





Your Ticket onto the field isn't due to your technical ability. It's the referral from someone the client knows, likes and trusts



Who you are is more important than the jersey you wear



Like all great teams, it's important to have a Playbook and strategy on how to grow your business



# OVERVIEW

## 1. CREATING YOUR PERSONAL BRAND

ELEVATOR PITCH

DEFINE ICP AND IDEAL RP

## 2. DEVELOPING A NETWORKING STRATEGY

PUTTING YOUR PERSONAL BRAND INTO ACTION

STRATEGY FOR NETWORKING (RELATIONSHIP SELLING)

## 3. HOW TO APPROACH RELATIONSHIP SELLING

WAYS TO CONNECT WITH YOUR NETWORK

# What is Relationship Selling?

Relationship selling is an approach that focuses on building strong, long-term relationships with customers and referral partners that make up your network.

This approach is important for selling strategic services to SMB companies, as these businesses often value personal connections and tailored solutions over transactional sales.



"Referrals are the foundation of Relationship Selling. They don't just bring in *new* customers - they bring in the *right* customers, the ones who are already pre-sold on your brand value."

GALLUP ORGANIZATION





# Relationship Selling Starts with Building a Personal Brand

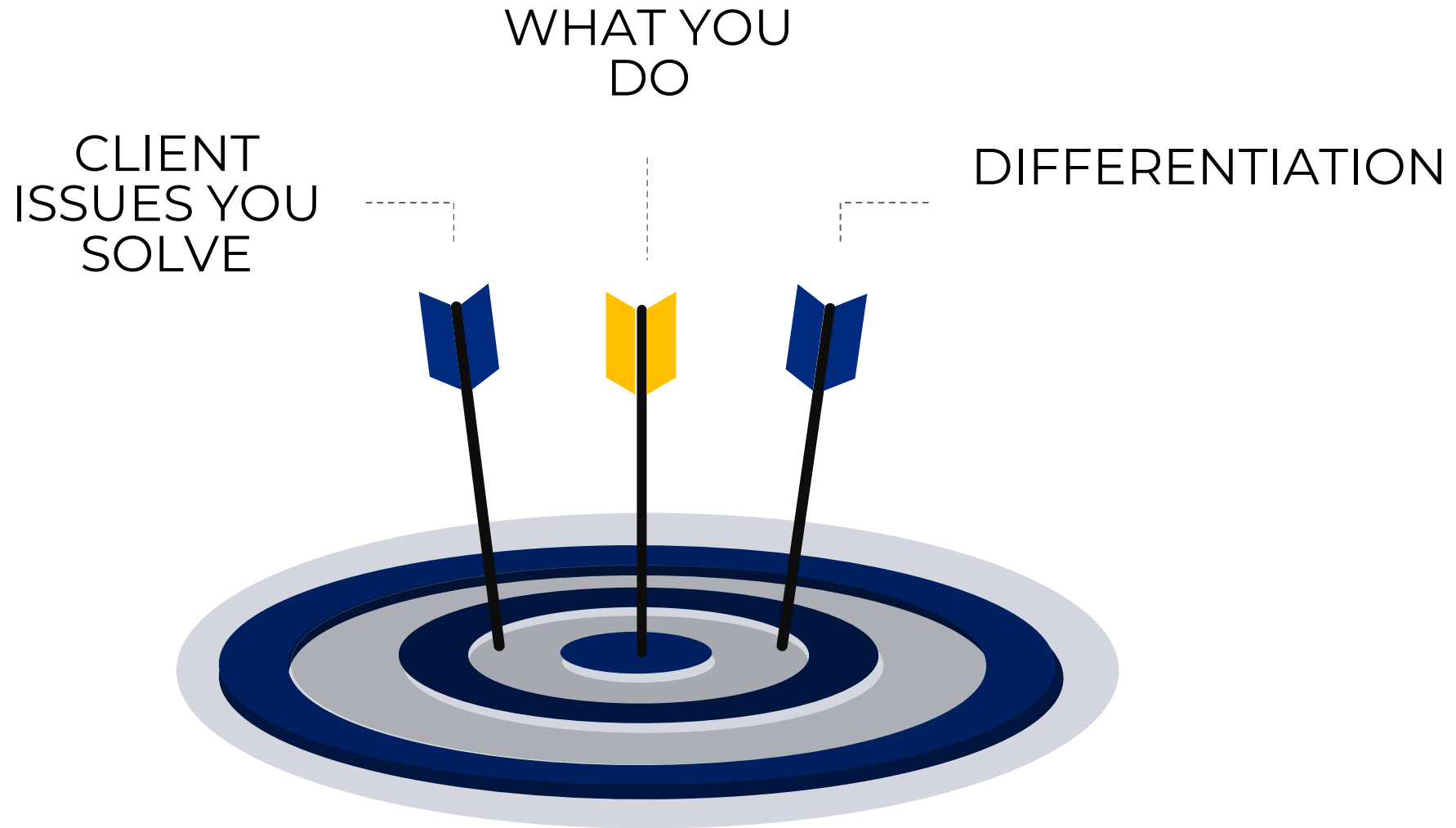
Building a powerful personal brand is essential for professional success.

It encompasses how you present yourself, how others perceive you, and the unique value you bring.

**Your personal brand is the story you communicate to the world, reflecting your niche, your core values, and your exceptional capabilities.**



# Three Elements of A Personal Brand



# Building Your Personal Brand and Story



What (solutions)do we  
provide clients



What are the client pains &  
problems we solve



What differentiates your  
solution



How do these differentiators  
create value for a client

# Summarize Personal Brand Story in a 30 Second Commercial

- Who you are.
- What you do.
- Who are your clients? (your ICP)
- What are your clients pains?
- What are the problems you solve?



“I'm SC with GWC. I'm a Fractional CRO helping SMB's between \$3M and \$50M to design high-performing sales teams. I do more than just 'consult', I do the work by implementing a proven Sales Operating and Management system to drive sustainable revenue growth.

The business owners I help are frustrated with flat or declining revenue, upset about employee turnover and nervous about their future and ability to grow sales.”

Do you know any businesses dealing with these challenges?



# Next Step: Defining Your "ICP" Ideal Client Profile

Your ICP (Target Customer) will influence the types of ideal Referral Partners that you want to meet.

## 1. Buyer / Customer

Buyer is someone who has the authority to sign a contract by/ from you

**Examples:** Owner, CEO, COO, CFO, CPO, CMO, CTO, VP of Sales, etc.

## 2. Referral Partner

Referral Partner is someone who has relationships with ideal clients and are open to making an introduction when a need is identified

**Examples:**

Other Fractional, Coaches, business service providers, etc.



# Client (Sales) Opportunities: **Customer/Buyer Personas Example**

## Ideal/Personal Background/Traits

- Co. Size (Revenue): SMB
- # Employees: 3-150
- Growth Stage: Growth/Exit
- Industry: Prof. services
- Driven
- Impatient
- Hungry, Humble, Smart

## Personal Goals

- Grow business
- Improve revenue
- Retain clients
- Increase new business
- Retain employees
- Remove obstacles for growth

## Objections To Purchase

- Can't afford
- Tough to give up control
- Not time to implement new business processes
- Change is difficult
- Think they can do it all
- Bad experience with past consultants

# Compelling **Stories**

## Pain point

- Not growing
- Client issues (examples)
- No GTM strategy
- No formal sales process
- Can't attract or keep good talent

## Solution Needed

- Proven Sales Strategy (SOS)
- Sales Playbook
- Sales Strategy
- Access to excellent sales talent
- Expert in designing world-class sales department

## Differentiator

- I do more than provide consulting, I do the work
- Industry agnostic brings depth/breadth in exposure to different businesses
- Discovery & diagnostic tools provide objective feedback & scope of work
- Access to vetted Strategic partners





# Referral Partner Opportunities: Referral Partner Personas Example

## Ideal Personal Background / Traits

- Target Market:
- Personal Values:
- Client Base (size, type, location)

## Personal Goals

- Grow business
- Expand network
- Serve network

## Business Goals

- Close 3 new contracts/month
- Obtain more speaking engagements/podcasts
- Maintain \$350K ARR

## Classifications for “A” Pipeline of RP’s

- Has relationships with ideal partners
- Actively refers to other partners
- No exclusivity or existing partnership with other CRO’s like me
- Client referrals
- Minimum 8-week cadence

## Compelling Stories

### Pain point

- Not growing
- Client issues (examples)
- No GTM strategy
- No formal sales process
- Can’t attract or keep good talent

### Solution Needed

- Referral partner that can add value to my clients and I can trust to refer
- Referrals to new clients
- Introductions to new RP’s and network contacts
- Introductions to speaking opportunities

### Differentiator

- I do more than provide consulting, I do the work
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# 3 Steps To A Successful Referral Partner Meeting



## Scheduling A Meeting

**Be intentional- determine the best Referral Partner source**

**Time blocking: set specific days/times for networking**

**Take initiative to send the calendar invite**  
**Zoom/Coffee**

**Due diligence prior to call: LinkedIn, company website**

**Come prepared: list of questions**



## Hosting The Meeting

**Show respect: 30 minutes for calls**

**30 sec. elevator pitch then turn to them**

**Ask how you can help them**

**Offer to make introductions, understand their ICP and how they help clients**

**Schedule 2nd in person if values aligned**

**Always help, give more than you can get**



## Following Up

**Send thank-you email or text**

**Follow through by end of week with introductions**

**Calendar/commit to next meeting**

**Organize your connections:**

-Ambassadors

-Advocates

-Acquaintances

# Networking Strategy: Categorize Your Referral Partners

## "A" Referral Partners

### **AMBASSADORS (min 15-20)**

Aligned Ideal Customer Profile (ICP) and industry, company size

Industry thought leaders, complementary service providers & trusted advisors.

Shared Values on how conduct business

Actively makes intros & gives referrals

Makes introductions, intentional about networking

Open to connecting every 4-6 weeks

Set Goals for meetings, preferably in-person

## "B" Referral Partners

### **ADVOCATES (min 20-30)**

Look to develop relationship and convert to AMBASSADORS

Partially aligned ICP, industry, company size

These could be service providers in adjacent industries or industry connections with less direct overlap.

Open to connecting every 8-12 weeks (in-person or online)

## "C" Referral Partners

### **ACQUAINTANCES (min 50+)**

Look to develop and possibly convert to ADVOCATES

Limited ICP and value alignment, with weaker relationships.

These could be more general business connections or industry acquaintances.

Add to monthly newsletter or blog

Connect at networking events

Establish goal of meeting 3-5 new people at each network event



Distracted Destiny

At the Donut Shop

(f) CMO



Betty the Banker

Business Loan

Helped a prospective client to breathe again



Last Minute Larry

No show

(f) COO

# Networking Strategy/Referral Partners

## 1. Establish a Networking Strategy

Define your Personal Brand

Write and memorize your 30 sec. commercial

Define your ICP- Ideal Client Profile and Ideal Referral Partner (RP).

Designate A/B/C categories for RP's in your network

## 2. Set Monthly Accountability Goals

Block dedicated time in calendar for networking

Establish weekly and monthly goals for XX number of events and meetings

## 3. Be Intentional in your Networking

Have an outline for coffees and Zoom calls

Do your research on the person

Prepare questions

## Give Value

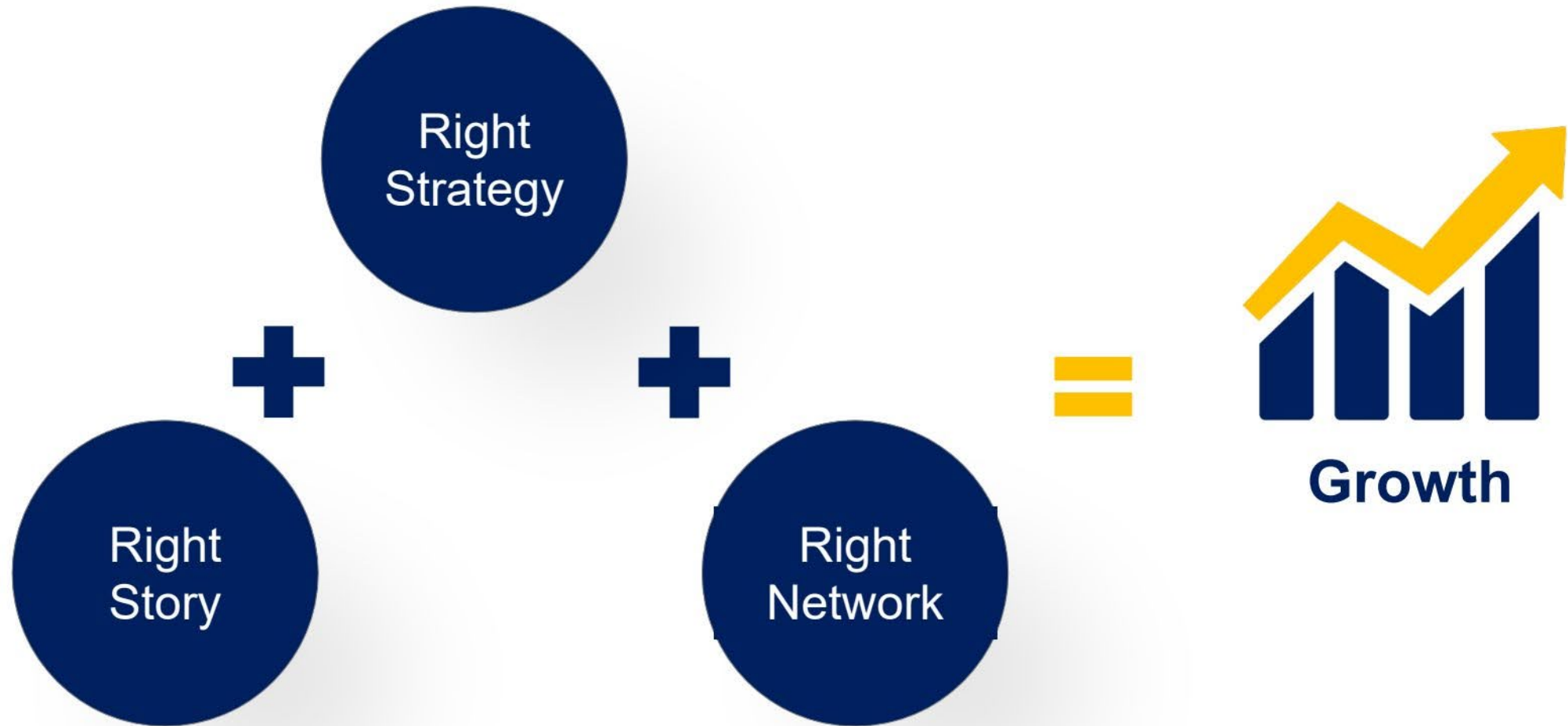
Ask "How Can I Help You?"

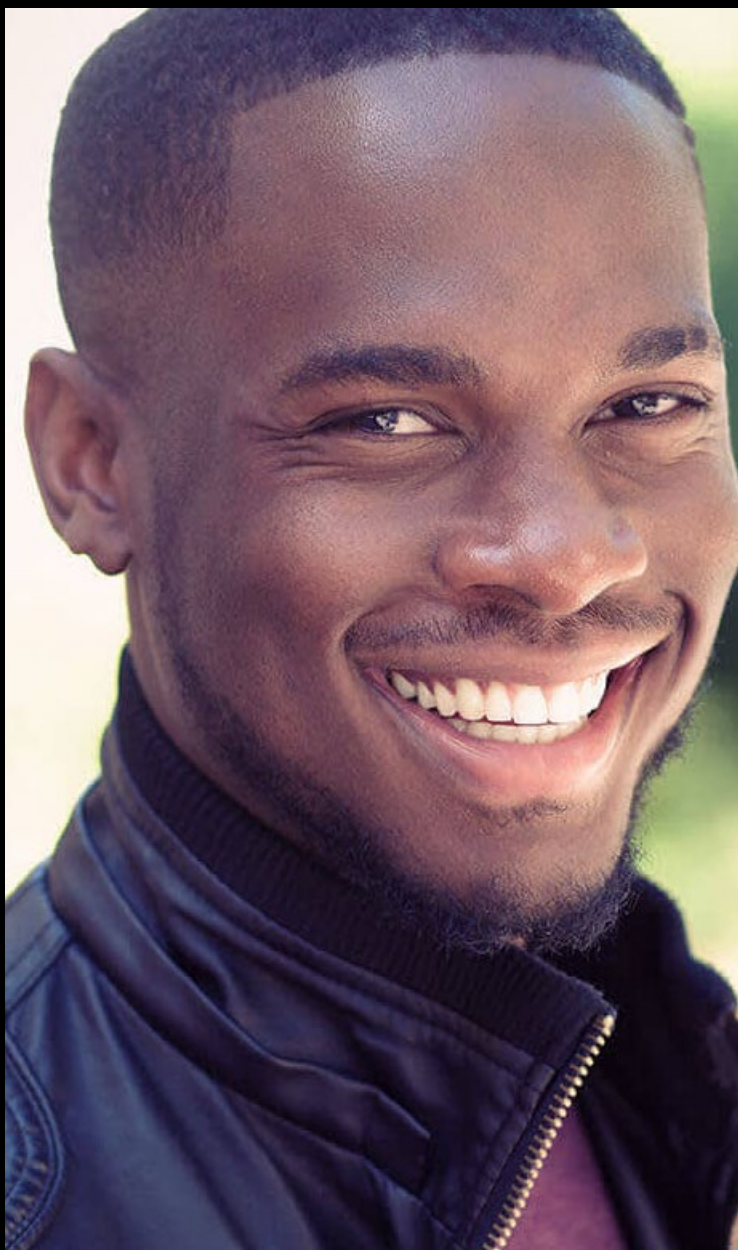
Make an introduction to another person in your network

Make an introduction to a client

Give an invitation to an event or group

# Developing Your Personal Brand





# Optimize Your Professional Profile

Craft an impressive LinkedIn profile to make a strong impression and connect with the right people.

**Headline**- not your job but the value you deliver

**Differentiate Yourself** by explaining 'how and 'why' you do what you do

**Highlight your skills and achievements** to stand out in a competitive marketplace.

**Current professional profile picture and background**

CONTACT RHONDA SHER FOR HELP WITH LINKEDIN

Regardless of how long you have been in business, it's important to consistently "UPGRADE" your practice.

Ask yourself,

**"Are You Still Living in Grandma's Old Home?"**



In the beginning



Today





“Your smile is your **logo**”

“Your personality is  
your **business card**”

“How you leave others feeling  
after an experience with you  
becomes your **trademark**”

# Business Building Tools

1. 30 Second Elevator Pitch Worksheet

2. ICP/Buyer Persona Worksheet

3. Networking Strategy Template

Criteria to organize RP's into groups

Tips to conducting a successful 1:1 meeting

4. LinkedIn Profile Optimization Tools

Secta.ai for professional photos

Evy.ai for AI generated commenting and posting


5. CRM & AI Tools for your Tech Stack- will be the last page in the deck that Bill will post



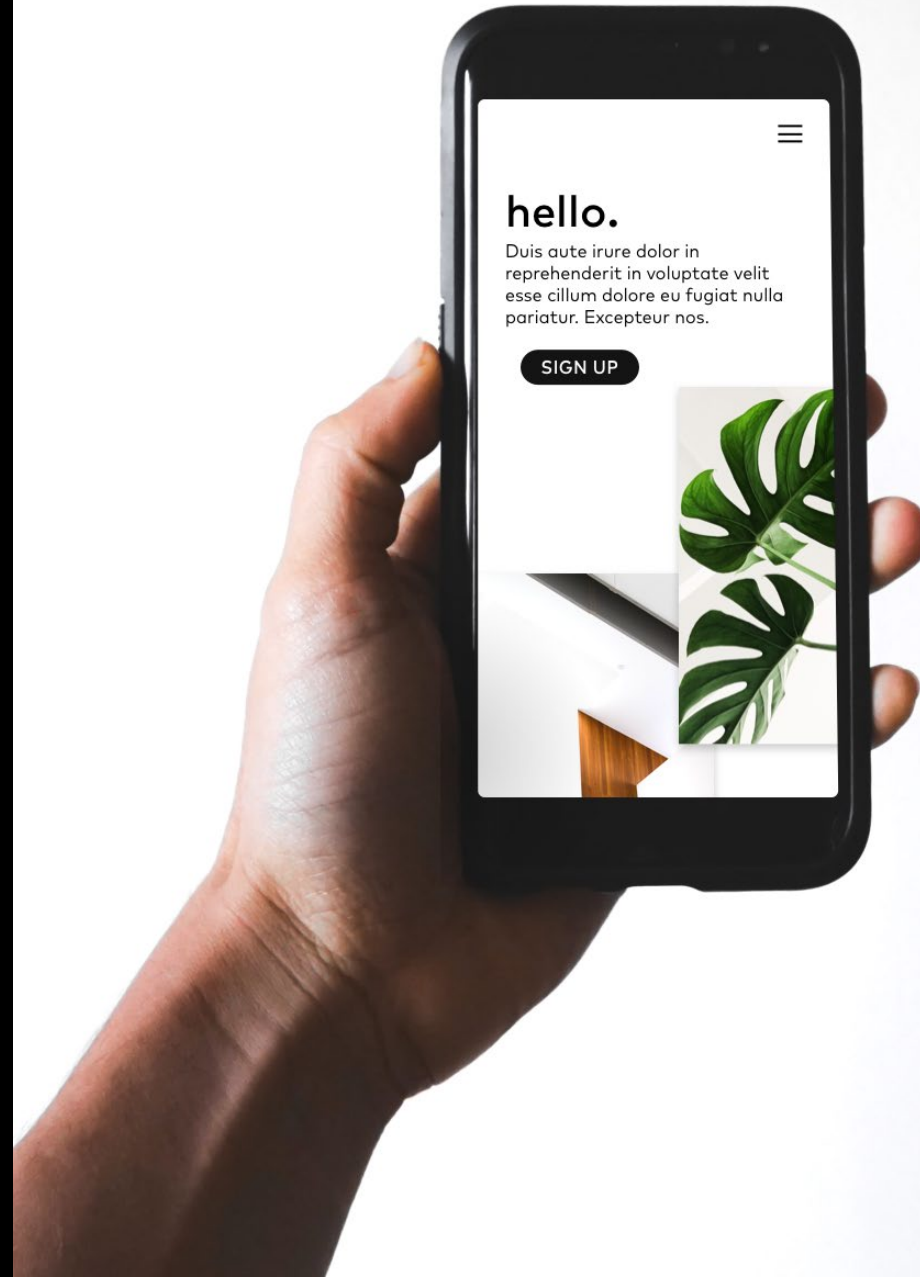
# Thank You

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# Tech Stack For Solopreneurs

Building Efficiency and Automation into your business

- CRM (low cost or free options)

Pathfinder (Claritysoft)

Hubspot

Pipedrive

- Lead Gen Tools

LinkedIn Sales Navigator

Apollo.io

KnowledgeNet.ai

- LinkedIn Profile

Evy.ai

Secta.ai

- Email (don't use Gmail if solopreneur)

- Website

- Google Docs or One Drive