**Recharge and Rise - Supporting a coaching company to build a new market with existing clients**

**The situation**

A leadership coaching business was looking for ways to grow, but hadn’t considered the opportunity sitting within its existing client base. They had developed a new service but hadn’t thought about offering it to their key clients. Their focus had been on attracting new clients, rather than deepening relationships with those who already knew and trusted them.

**What we did**

Worked with the business to help them refocus on existing clients with the new service

Helped them shape the new service offer by considering the needs, experiences and commercial interests of their existing clients

Completed a market analysis to identify the clients and sectors where the new service would have the greatest impact and would be easiest to introduce

Reviewed market trends to ensure the offer was relevant and timely

Together we selected existing clients from the most relevant markets to receive information on the service

We designed an engaging approach to introducing it to existing clients

Of course made sure the conversations were positioned around the value to the client, not just the features of the new service

We created a series of activities all designed to continue the dialogue with these existing clients looking for advocacy and referrals as well

**The outcome**

The business is now offering its new service to existing clients in a more targeted and commercially focused way.

* Relationships with key clients have strengthened
* The business has created a new source of growth by looking at existing relationships differently and so far they have had one large order

Are you making the most of your existing relationships?

We help businesses recharge relationships and rise to new opportunities by taking a structured, commercial approach to growth.

Call me for a 30-minute, no-obligation conversation about how we can help.