



# 2024 SERVICES + PRICING

**INTERO**  
advisory

[interoadvisory.com](https://interoadvisory.com) | January 2024

**At Intero Advisory, we are committed to a more intelligent approach to revenue generation by ensuring your brand, presence, and network are elevated and aligned.**

By embracing our **"It's Business, Not Social" methodology** and leveraging selective intelligent automation, you can prioritize meaningful relationships with your target audience, build a better professional network and elevate your brand and presence.

Our comprehensive sales and marketing consulting packages are designed to provide individuals the tools, knowledge, and skills to optimize their go-to-market strategy.

CEOs, sales and marketing leaders need to equip their teams with proven strategies that don't overwhelm and annoy potential and current clients.

From full-service solutions to self-guided options, we provide various tailored programs to meet diverse needs and budgets.

The following overview provides insight into all of our services so that you have an immediate understanding of where we may fit into your learning and development, business development or marketing initiative.

**"It's Business, Not Social"** written by Colleen McKenna shares the approach she and her team crafted from working with CEOs and leaders throughout North America, Europe, and the U.K.

If you're not ready to invest just yet, we encourage you to check out our blog and sign up to receive our newsletter to continue to get to know us and stay informed. And, of course, [let's connect on LinkedIn.](#)

Continue on, or [see our most popular Scope of Services](#) for ideas and recommendations.

## Speaking Engagement

If you, your professional association, or peer advisory group are looking for a speaker that weaves strategy and actionable insight into an interactive workshop that keeps attendees involved and engaged, we should have a conversation.

Colleen has been a Vistage Speaker since 2011 with consistently high scores and was awarded the first ever Speaker Impact Award in 2021. She has worked with EO and several professional associations throughout the US.

Speaking engagement pricing is a flat fee plus travel and accommodations.

## Training | Live Workshop(s)

Training is a key component of great culture and successful sales and marketing teams and is most effective when attendees are engaged and active throughout the session. For this reason, all training requires attendees on logged into LinkedIn and working as we progress through various topics.

Very often clients bring us for an initial session to gauge interest among their team or peer group. Each session is tailored for the attendees and their roles. Through a discovery call, we learn about your sales process — ideal client persona, channels, strategy, team— products/services and marketing strategy.

Some clients want everyone to understand the importance of updating their profile, understanding their network, and leveraging content to stay visible. Group training is the best way to increase their team's effectiveness for those clients.

Other clients begin by ensuring particular people in their organization enhance their profiles and gain faster traction. For them, 1:1 is a great place to start.

We aim to meet your team where they are, meaning some clients choose both options.

Regardless of how you begin, we focus on building a practical framework for novices or power users. Topics are staged in a particular order, the live application is woven in, and questions are encouraged.

Our workshop training/coaching topics cover all relevant aspects of LinkedIn and LinkedIn Sales Navigator. All topics under the LinkedIn.com column on the following page are for everyone except the company page admin session. Sales Navigator topics are typically for a smaller, more select audience - sales, BD, and marketing.

The Workshop topics are designed to show the scope of training and can be modified as needed for the group, time frame, and format - virtual, in-person, or a combination.

## Training Topics

Virtual - 60 minutes	Option One	Option Two
Session 1	<b>Positioning + Presence- LinkedIn.com</b> <ul style="list-style-type: none"> <li>• Show up to stand out</li> <li>• Effectiveness benchmark</li> <li>• Settings &amp; Privacy</li> <li>• Profile tips and best practices</li> </ul>	<b>Overview- Sales Navigator</b> <ul style="list-style-type: none"> <li>• Home Page Insight</li> <li>• Settings</li> <li>• Uploading Lists (Advanced)</li> </ul>
Session 2	<b>People - 1st level connections- LinkedIn.com</b> <ul style="list-style-type: none"> <li>• Intero Insight</li> <li>• Download individual networks</li> <li>• Exercise - network mapping</li> </ul>	<b>Account Searches- Sales Navigator</b> <ul style="list-style-type: none"> <li>• Filters</li> <li>• Relationship Manager</li> <li>• Building Account Maps</li> <li>• Saving</li> <li>• Actions</li> </ul>
Session 3	<b>People - 2nd + 3rd level connections- LinkedIn.com</b> <ul style="list-style-type: none"> <li>• Searches</li> <li>• Connecting</li> </ul>	<b>Lead Lists- Sales Navigator</b> <ul style="list-style-type: none"> <li>• Filters</li> <li>• Saving</li> <li>• Actions</li> </ul>
Session 4	<b>Company Pages- LinkedIn.com</b> <ul style="list-style-type: none"> <li>• Company Page</li> <li>• Engagement</li> <li>• Following Company Pages</li> </ul>	<b>Team Link- Sales Navigator</b> <ul style="list-style-type: none"> <li>• Approach</li> <li>• Strategy</li> </ul>
Session 5	<b>SIntro- Sales Navigator</b> <ul style="list-style-type: none"> <li>• Overview</li> <li>• Home Page</li> <li>• Leads/Accounts</li> </ul> <p>OR, Group coaching</p>	<b>Pulling it all together- Sales Navigator</b> <ul style="list-style-type: none"> <li>• Research</li> <li>• Content</li> </ul>
Session 6	<b>Intro- Sales Navigator I</b> <ul style="list-style-type: none"> <li>• Lead Filters</li> <li>• Account Filters</li> <li>• Building a workflow</li> </ul> <p>OR, Group coaching or company Page admin session</p>	<b>Group Coaching</b>

## Investment | Group Training

Clients participate in an interactive LinkedIn Training Workshop(s) designed to ensure participants understand and apply an effective strategy. During an initial call, we work with you to determine the topics covered including Sales Navigator and outline the workshop flow to ensure we maximize your time and investment.

Ahead of each workshop, Intero will:

- Host a call to review objectives, success and agenda
- Review attendees' profiles to benchmark current status
- Record and share recordings and relevant resources to support attendees' experience

### Step 1 - Required to inform training and relevance of network

[Intero Insight Benchmarking](#)

\$350/person

Ten or more people

\$300/person

This is required for those in BD, sales, or marketing and is optional for others who may be client facing or in leadership roles.

### Step 2 - Training | Learning and application

#### Option 1

Six 60-minute sessions delivered virtually over 6-8 weeks

Includes recordings for future reference

\$7000

#### Option 2

Half-day in-person training

\$5000

### Training Complements

Monthly group check-ins

\$600

Monthly 1:1 check-in

\$325/person

Quarterly training (virtual, 90-minute)

\$2000/session

Company Page Enhancement

\$1000

Profile Framework

\$1500/framework template

One-off sessions

\$900/session

Company Audit

\$2500 up to 5 companies

### **Ongoing Insight | Consulting + Guidance**

Many clients move to an ongoing engagement after training while others jump in immediately. Our recommendation is to have a call with us and let's decide together what makes the most sense for you and your colleagues.

We rollout full-service programs for teams to 1:1 self-guided options each tailored for the team or individual.

### **Sponsored Team Engagement**

#### **6-month sales/marketing consulting arrangement**

**Intero Premium: \$10,000 monthly - up to 12 people, additional people \$1,000/person.**

- Intero Insight Network Analysis
- Personalized LinkedIn roadmap
- Guided content plan and execution
- Guided LinkedIn personal branding
- Monthly 1:1 60-minute working session
- Monthly group working sessions

**Intero Lite: \$5,000 monthly - Up to 12 people, additional people \$500/person.**

- Intero Insight Network Analysis
- Self-guided LinkedIn Roadmap
- Bi-weekly group working sessions
- Self-guided LinkedIn personal branding

### **Sponsored Individual Engagement**

#### **6-month sales/marketing consulting arrangement for individuals.**

**Intero Premium: \$1,200 monthly/person**

- Intero Insight Network Analysis
- Personalized LinkedIn roadmap
- Guided content plan and guided execution
- Guided LinkedIn personal branding
- Bi-weekly 60-minute working/accountability sessions

**Intero Lite: \$600 monthly/person**

- Intero Insight Network Analysis
- Self-guided LinkedIn Roadmap
- Monthly 60-minute working/accountability sessions
- Self-guided LinkedIn personal branding

## Terms, Details + Next Steps

[Cancellation Policy - please review](#)

### Next Steps

- [Arrange a call to discuss Overview, options and next steps](#)
- Intero Advisory will provide agreement for signature

### Payment Terms

100% due in advance to initiate your engagement. Ongoing Consulting is invoiced and payment is due in advance of each month of the engagement. Through our secure system, a credit card can be kept on file for easy processing.

ACH or credit card is the preferred form of payment. ACH information will be provided once an agreement is finalized and signed.

Pricing is subject to change.

### Intero Key Contacts

Intero Advisory:

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