



**Helping Our
Clients Succeed**



Welcome

We exist solely to help our clients succeed in an increasingly competitive digital environment.

2020 has accelerated the requirement for people to effectively work remotely, attract new clients and grow their business against competitors who are digitally competent. In a market where customers, clients and consumers require instant gratification and 'always-on' services, growing companies are facing heightened challenges such as:

- Finding new clients in a remote working environment
- Moving their business online with less in-person interaction
- Effectively navigating and leveraging social media
- Re-skilling and up-skilling their workforce
- Differentiating and optimising value from their service offering

Our clients benefit from flexible digital solutions that enable them to differentiate their business in ways that their customers and clients value, generate ideal qualified clients and deliver their services online.

If you are looking to reposition your business as a premium provider, you'll benefit from our three main areas of focus:

- [The Ideal Client Generator](#)
- [Learning Platform Management](#)
- Creative Services
 - » [Photography](#)
 - » [Video and Animation](#)
 - » [Graphic Design](#)

For most of our clients, 'good' is not good enough. They are striving to become more successful than their competitors. Every client is different, so solutions are tailored. We are a friendly team who are more than happy to discuss your specific requirements.

If you have any questions or queries, please feel free to call or [email us](#).

Charles & Kathryn

Directors of The Alondra Group



Charles Harris

Charles is responsible for early-stage client interaction for the Ideal Client Generator. He has a background in sales and client relationship management having spent much of his career working for a national property company and specialist sales training firm.

Charles is passionate about helping clients succeed and achieve their business goals. This was a driver behind co-founding the Ideal Client Generator.

Away from the office, Charles is a keen cyclist and enjoys spending time cooking for his friends and family.

Contact Charles on 07817 395377
or charles@thealondragroup.com

Kathryn Bailey

Kathryn is the programme leader for the Ideal Client Generator. She has a background in creative design within the pharmaceutical industry and now specialises in social media marketing for service based industries.

Kathryn is committed to helping business owners find new, high-paying clients quickly without being a marketing guru or posting on every social media platform. This was a driver behind co-founding the Ideal Client Generator.

Outside work, Kathryn is a competitive ballroom and latin dancer and a keen gardener.

Contact Kathryn on 07388 188538
or kathryn@thealondragroup.com





Ideal Client Generator

Coaches, trainers and consultants can attract their ideal clients using a surprisingly simple strategy that works in **any market** to enable them to find their ideal clients easier than ever before.

Are you struggling to find new clients in a remote working environment? Would you like to double your income without doubling your hours or maintain your current income whilst working fewer hours? If you're certain that the work you do as a trainer or consultant is capable of creating game-changing transformations for people, but you don't know how to find them, we can help. The solution that we have developed has 3 key principles:

Leads on Autopilot

- No need to create ANY free content or post about what you're doing every day on social media
- Reliable marketing automation that works 24/7 so you can attract 'ready to buy' clients without spending time looking for them
- Easy to implement without a big social media following

Connect with the right people

- Access to a HUGE market as you will no longer be constrained by your local area
- Fewer, high-paying clients means you can stop undercharging just to get clients who end up being demanding and difficult
- More time to spend with the people who have invested in you so you can do what you love, what you're good at and make a difference for your clients

Scale Up

- Charge your true worth by marketing to the right people and sell using the right system, thus avoiding low-paying clients
- Scalable online delivery means that you can run your online business from anywhere in the world with a system that will take you from winning your first few clients to getting fully booked in a matter of weeks
- Accomplish more and grow your income with no additional staff



Email our team to enquire about how to get started





Learning Platform Management

Organisations large and small are continually looking to deliver cost-effective training. Whether you are a trainer, coach, consultant, or part of a larger organisation, our platform management service will enable you to deliver and scale your offering.

Many businesses and organisations are directing the majority of their professional development efforts towards dedicated digital learning platforms.

The benefits include:

- Greater level of flexibility
- All resources can be stored in one place, making the learning experience more streamlined, as users will access each course from the same portal rather than having to jump between different online platforms
- Managers or programme leaders can easily see who has enrolled in each course and how they are progressing
- Users and clients are able to use the same frameworks, methodologies and language as your business grows
- Programme content can be accessed on the user's device of choice at any time 24/7

Your organisation can benefit from our managed service for creating and designing digital learning platforms. This typically involves a principal website in which users login to access courses they are assigned to. Our service can include:

- Platform set-up and hosting
- Principal branded website
- A web page detailing each programme/course
- Creation of automated emails for users upon registration
- Uploading content and set up of assessments (document uploads, question and answer forms etc.)
- Administering and managing users
- Measuring knowledge retention and skills gaps using artificial intelligence
- Creation of a community area where users can interact with each other

Course content typically takes the form of bite-sized videos and assessments with optional downloadable resources.



Email our team to enquire about how to get started

Photography

Whether it's straightforward product shots that you require, or more creative brand photography, you can be certain that our photography will remain consistent with your brand, while adding to its value.

Every brand, no matter their industry or background, should use visuals in their brand story, as we all typically find it easier to understand something when it comes complete with helpful pictures.

Some examples of the types of photography we offer are listed below.

- Corporate headshots
 - » Whether for your LinkedIn profile or the 'Meet The Team' page on your website, a professional headshot can help to give a great first impression.
- Personal branding photo collection
 - » Photographs help to translate your brand's personality into something more recognisable for your audience – So, after your fonts, logos, and other design elements are in place, professional brand photography brings it all together
- Product photography
 - » When it comes to making your products shine, a studio shoot can really help capture the finer details. Without having to face the elements of being outside or on-location, we can manipulate the setting to show your products in the best light
- Real estate photography
 - » If you are selling a property or offering a rental holiday cottage, we can make it appear cosy, spacious or modern depending on the USP
- Event photography
 - » Whether a party or a concert, event photographs can perfectly capture a special day

Take a look at some examples of our work of the following double page spread.



[Email our team to enquire](#)



Real Estate



Products



Corporate Headshots



Events

Video and Animation

Short films help your audience engage with the story of your business. They are a great way to celebrate what makes you unique, and turn new and existing customers into brand-loving ambassadors.

Promotional Videos / Brand Films

A brand film has the potential to increase your customer purchasing, brand awareness and engage your audience on a deeper level than traditional marketing. It can be an especially great tool to reach younger audiences, as it is shareable on social media and can be picked up by word of mouth. Brand films are like a short movie, and who doesn't love movies?

90% of people say product films help them make purchasing decisions and 64% are more likely to buy something online after seeing film content about it. Putting a film on your landing page alone can even increase your conversion rates by 80%.

Animation

Vision is our most dominant sense, and the vast majority of people are visual learners. Animated explainer videos can bring concepts to life in a way that text or live videos can't.

Whiteboard animations are very effective in explaining step-by-step processes in a fun and simple way, grabbing your customer's attention. They can have a better understanding of your products and services in just a few minutes!

Each video package includes:

- An initial brief to understand your intentions and vision
- A storyboard to bring ideas to life
- The final product: a brand video or hand-drawn style/simple 2D animation

Voice over and music tracks are charged extra at cost for both video services.

Some examples of films we have created are linked below:

[Opalbond promotional video](#)

[Bumpkins Nursery promotional video](#)

[Two Wise Chimps promotional video](#)

[Key Worker charity single animation](#)

[Retune Crowdfunding animation](#)

[Cambridge LaunchPad presentation video](#)

[Habituo Demo instructional video](#)



[Email our team to enquire](#)

Graphic Design

Branding

Whether you need a simple logo or a full rebrand, we can offer you a personalised service, so you don't have to deal with (or pay for) a big agency team. We consider every aspect of a brand's visual language, including the logo, typeface, colour palette and photography.

After a design brief and consultation, we will create 3 concepts for you to review. Based on your feedback, we will then produce 3 final options for you to choose from. You will receive high res image files and a set of guidelines to make sure that you are always on brand.

Promotional Materials

Some examples of promotional materials we can create for you are:

- Business cards
- Price lists or handouts
- Corporate PowerPoint template designs
- Professional white paper or proposal layouts
- Set of fun social media graphics or templates

Printing is charged at cost.

Web Design

Our team has experience of creating clean, user-friendly, brochure-style websites for a variety of different industries. The service includes:

- A design brief and consultation with you to understand your intentions and vision
- 5 website pages
- Ability to take booking and payments
- Specialist SEO add-on available

Hosting and domain registration is charged at cost.

Some examples of websites we have designed are linked below:

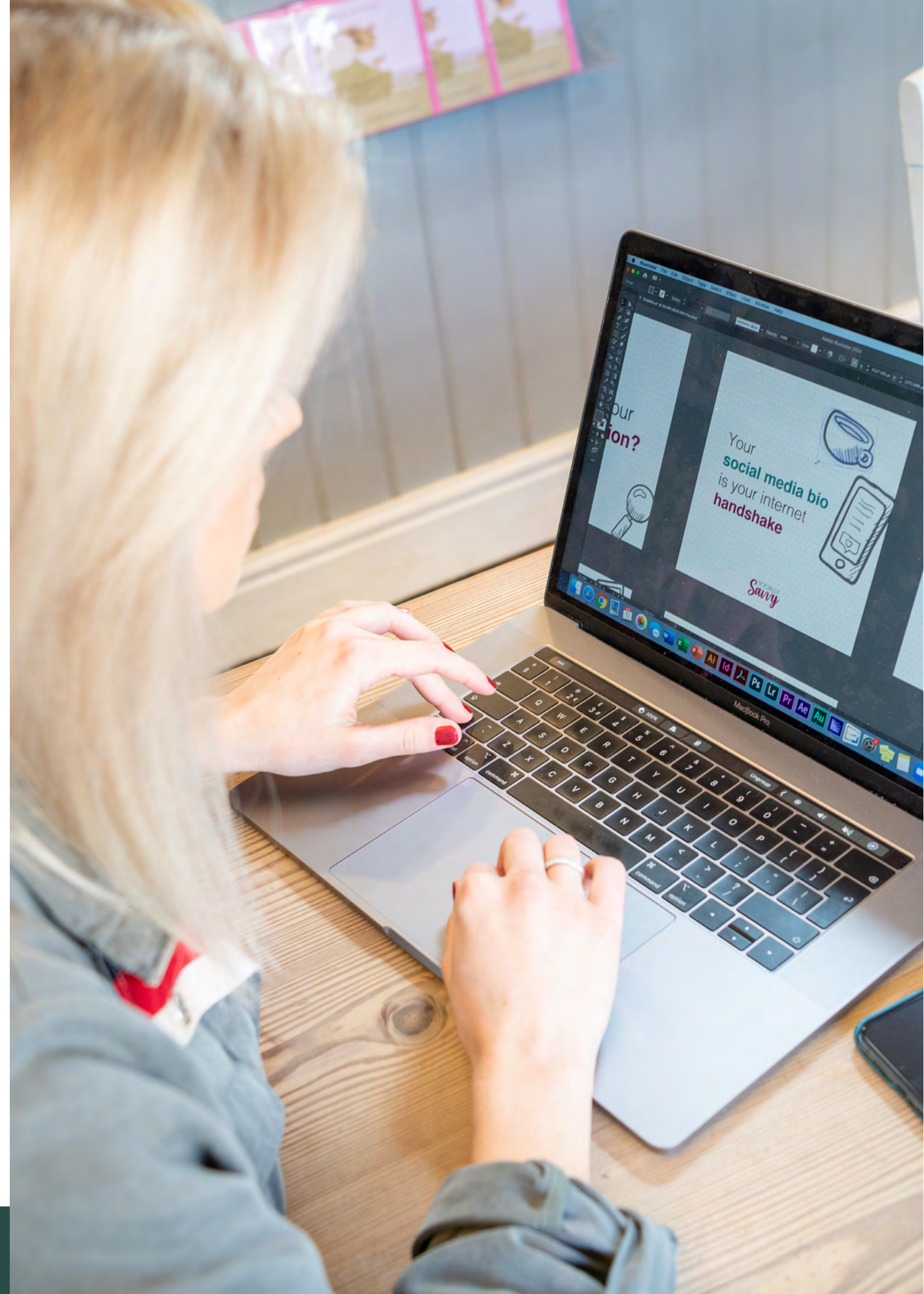
[Retune Wellbeing](#)

[Lynmas Cottage](#)

[PJS Bright-Light](#)

[Live Online Coaching](#)

[Sam Fenner](#)



[Email our team to enquire](#)

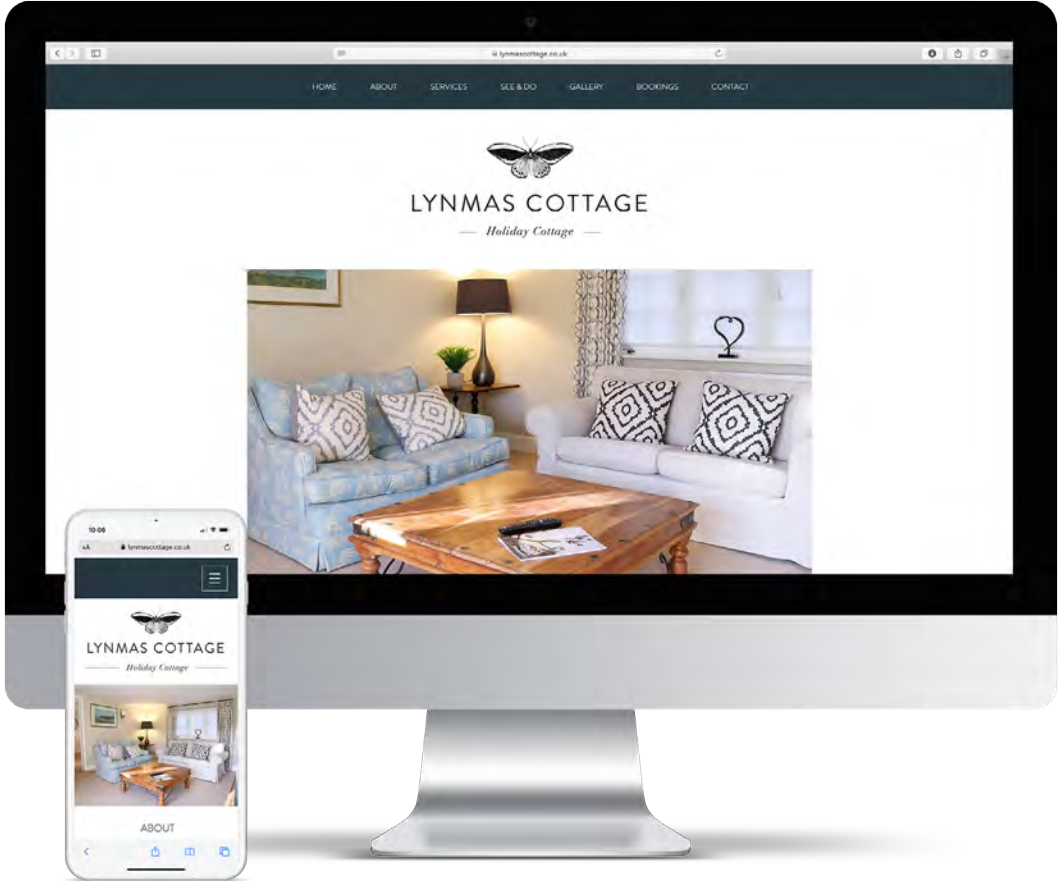
Sales Challenges
Online Solutions

THANK YOU

I appreciate your interest in live online sales coaching or training. I know from many years of experience that developing your sales leaders and individuals is paramount to achieving continued business success. As a Sales Coach, I have been privileged to work with some of the largest and most successful organisations in the world to help them raise the professional selling standards of their client facing teams. My coaching and training approach has Value-Based Consultative Selling as its foundation and focuses on what makes the top 5% of performers stand out from the crowd. I use the term 'Enlightened Sellers' to describe top performers, and my role is to help teams and individuals who aspire to be top performers themselves. One of the biggest challenges my diverse clients face is differentiating themselves in what is often a crowded market. My mantra is 'Sell Less and Win More' by getting your people to show up differently. Ultimately, the interactions you or your people have with prospects, clients or customers are potentially the strongest differentiator you have. In today's business environment, with the benefits of great communications technology and restrictions on costly classroom based training and in-person face-to-face real-time interactions, I effectively deliver remotely on a live online basis, and with so services are tailored to your precise needs. For most of my clients, 'Good' is not good enough. They strive to become more successful than their peers. Developing their professional sales skills, and growing as individuals and teams helps them win in their markets. My intent is to partner with you to understand your most pressing sales challenges and bring my very best thinking and experience to support your strategic sales endeavours. I look forward to working together.

Les Bailey
Les Bailey, The Sales Coach

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Some Clients

A selection of some of the companies we have worked with.



UDG
Healthcare plc

Tom Ryder
WEDDINGS



The Welbeloved Club



octopus energy



Cottage
Aesthetics
Clinic
Revitalize, Refine, Rejuvenate



The
Sales Accelerator
Programme



Bumpkins Day Nursery
Childcare with a Difference



RAPLEYS

FORM THE FUTURE



SF
SAM FENNER
PRODUCTION



NORTHERN
TRUST



PJS Bright-Light
Shining Light On Mental Health

Retune
Creative outlets for mental wellbeing

Get in Touch



The Alondra Group Limited,
20-22 Wenlock Road,
London,
N1 7GU,
United Kingdom



+44 (0)7817 395377

