

Differentiate yourself.

Gain the knowledge and confidence to develop more business.

Individualized coaching plans created specifically to meet your business development needs.

Individual coaching plan includes, but is not limited to the follow:

- One-on-one coaching meetings
- Mini business development plan that will help you:
 - Define your business development goals
 - Develop elevator speech
 - Learn networking best practices
 - Create your personal brand
 - Build a strategic referral source network

Let Kristy help you stand out in your marketplace. CALL TODAY!

About Coach Kristy

Kristy Gusick has been working within and for financial service firms since 1994 and has been a partner at the marketing firm, Professional Services Marketing, LLC (PSM) since 2012. Throughout her career, Kristy has helped more than 200 firms across the legal, accounting, engineering and financial services industries achieve growth through business development, marketing, sales, and coaching. The length and depth of her experience has shown her first-hand what types of marketing strategies are needed to help professional service firms gain and retain clients within today's competitive marketplace.

Results that matter

"I've been working with Kristy Gusick at PSM marketing for 9 years. This relationship and the advice and support I receive are a huge part of my professional success over that time. I can't imagine running my practice without her counsel. Thank you, Kristy." Richard D.

