

SALES ACCELERATION AND VALUE ENHANCEMENT [SAVE] PROGRAM

Helping leaders WIN in dynamic and turbulent markets

Growth Strategy & Planning

- Strategy Formulation
- Focus Sectors
- Focus Clients
- Revenue Projection
- Investment
- Customer Intelligence
- Customer Decision Maps

Define Client Issues

- Industry issues
- Customer issues
- Competitive Trends
- Credentials Review
- Emerging Solutions
- Culture Assessment

Build Value Propositions

- High Value Propositions
- Pitch Packs
- Methodology & Tools
- Tangible Differentiation
- Sales Force Training
- Roles & Responsibilities
- Brand Messaging
- Communication

Validate & Scale rapidly

- Client Conversations
- Opening Doors
- Proposal Coaching
- Strategic Relationships
- Solution Selling Support
- Sales Analytics
- Lead Generation

NEW REALITIES OF CLOSING SALES IN THE DIGITAL ERA

- ✓ TRADITIONAL SALES PROCESSES ARE BECOMING OBSOLETE AS NEW SALES JOURNEY EVOLVE
- ✓ CUSTOMERS WILL SCREEN YOUR DIGITAL FOOTPRINT BEFORE THEY MEET WITH YOU
- ✓ BUSINESS VALUE & INSIGHTS ARE MORE IMPORTANT THAN BRAND VALUE
- ✓ SALESPEOPLE SHOULD BE GOOD AT STORYTELLING AND CONNECTING
- ✓ CUSTOMER RELATIONSHIPS ARE BASED CO-CREATION AND GROWTH