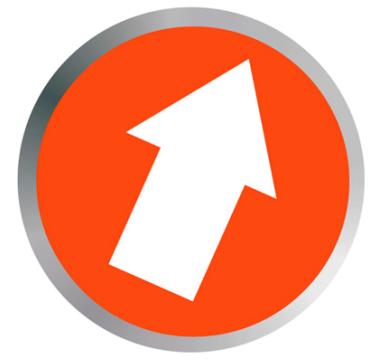




# DRIVE SALES GROWTH



YOU START A BUSINESS BECAUSE YOU HAVE A BRIGHT IDEA YOU THINK WILL MAKE MONEY OR CHANGE THE WORLD. YOU WORK HARD BUT SUCCESS CAN BE ELUSIVE AND SOMETIMES THINGS JUST DON'T HAPPEN FAST ENOUGH.

The usual focus is on sales performance as the problem area, but this misses the point. The causes of under-achievement always lie in other areas such as messaging, marketing strategy, promotion, sales skills, communication and customer service. Unless these are in balance, success will be hard to achieve.

That's why we developed a new model of business development called **\*The Holistic Sale,©** which is the basis of this programme. It looks at the business as a whole and defines best practice business processes, strategies and actions that ensures a business is in balance, maximising potential and creating strong and sustainable sales growth.

The Holistic Sale© model has four elements and each contains proven ideas and tools you can use to make dramatic and lasting changes in your business.

- \*Message Stack© is a structure for creating powerful stories that help you sell.
- \*Blueprint© is a framework for developing the right go to market strategy.
- \*Network© is a set of tools for effective lead generation.
- \*Navigator© is a proven sales methodology for winning business and developing long term relationships.

When your business is in balance, you have a clarity and simplicity of focus and purpose with everyone working towards common goals.

You develop great products and position them in very clear, concise and compelling ways.

You have a vibrant network of sales opportunity and a laser-sharp focus on winning business and providing exceptional service which leads to repeat business and referrals.

Your sales cycles are also shorter which means you make more money.

And because there's a shared passion to continually improve, you spend less time solving problems and more developing your business.



# HOW IT WORKS



The programme runs as a series of 4 workshops, each of 2 days spread over a pre-defined timeframe. This allows the time for you to implement the new processes, ideas and strategies into your business.

## WORKSHOP ONE - STRATEGY

Using our **\*Blueprint©** methodology, which is a simple process that focusses on the goals you want to achieve; the strategies for reaching your defined target audience; the forces that can impact your success; and the actions you must take to succeed.

## WORKSHOP TWO - MESSAGING

Using the **\*Message Stack©** structure to develop a sales story and value proposition that attracts attention, arouses interest and motivates action from your audience.

Stand out from the crowd by being different, solve problems and provide solutions and attract attention through the strength of your ideas.

**Message Stack©** has 4 key areas;

- Vision is the headline that describes your values and future ambitions.
- Hook tells your story in less than 100 words or 30 seconds.
- Vignette tells your story in around one minute.
- Content expands further into detail that is used in all external communication

## WORKSHOP THREE - PROMOTION

Covers the 10 channels of communication, and it describes how you can use them to build a strong and vibrant supply of sales opportunities.

## WORKSHOP FOUR - SALES

Using our **\*Navigator©** sales methodology and process for winning business and developing long term relationships.

This is combined with essential sales skills development, using tools and techniques that have consistently delivered exceptional results.

Fees for the programme are from £3,200 per attendee plus VAT but are subject to individual quotation.

Funding support is available (subject to status) through Growth Accelerator. This is a matched funding scheme where up to £2,000 is available for each eligible person.

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