



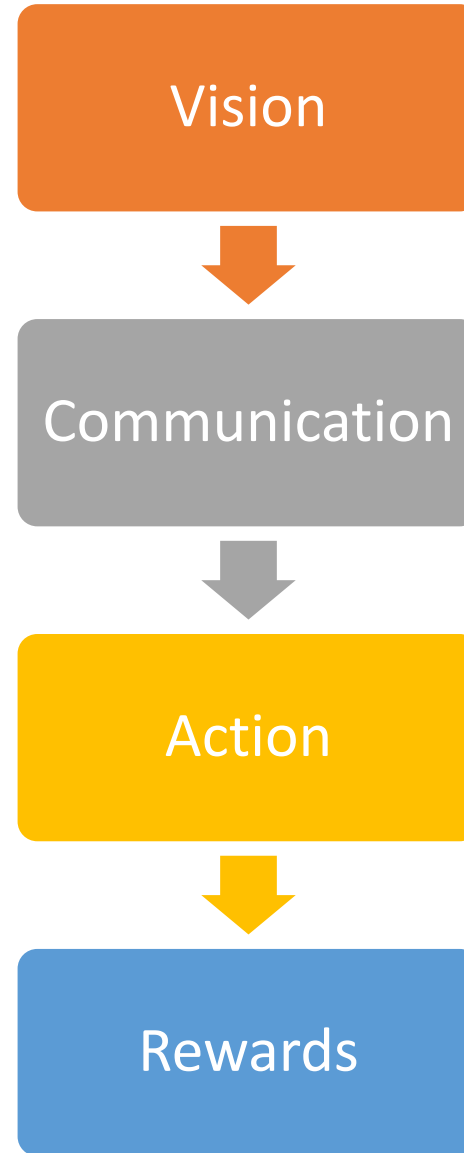
GrowthAspire
Helps sales team achieve growth



4 Step Process To Drive Sales Team To New Culture



4 Step Sales Team Culture Change Process



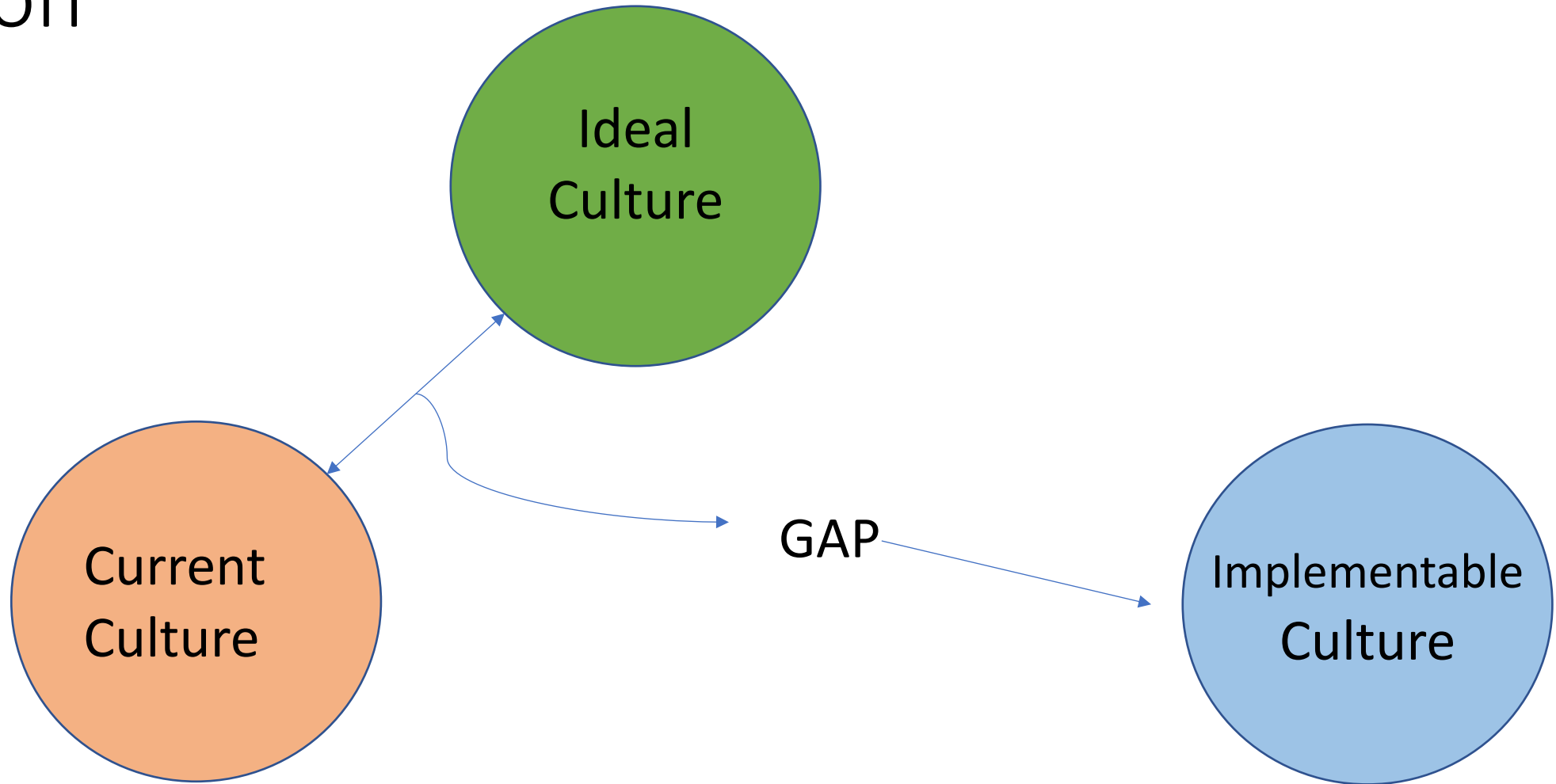
5 situations when sales teams culture must change

- Sales teams has large group of “slugs” who satisfied with low performance
- Competition is eating market share and teams blame everyone except for themselves
- Small group has large sales, made lot of money and were arrogant about it
- Managers don't lead or confront performance problems
- People are happy with status quo and do not adhere to company vision

STEP 1: CREATING THE VISION



STEP1: A process for development of culture vision



STEP 1.1: Define Ideal Culture (Where you want to be)

VALUES

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10

NORMS

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

BEHAVIOURS (workstyle)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10

Examples of powerful vision

- “Trust & Confidence in the organizations need to be rebuilt”
- Accountability – People are going to held accountable for results, Individuals who need resources to generate results will be given resources.. To eliminate excuses
- Predictability – People are expected to deliver on their commitments. Everyone can count on it
- Fiercely Urgent – No scope for complacency. People to get work done in the fastest way

STEP1.2 Define Current Culture (What do you see in work)

VALUES

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10

NORMS

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

BEHAVIOURS (workstyle)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10

STPE1.3 Define Implementable Culture (Over next 1 year)

VALUES

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10

NORMS

- 1.
- 2.
- 3.
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- 9.
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BEHAVIOURS (workstyle)

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- 10

STEP 2: COMMUNICATION



STEP2: Principles For Communicating Vision

- It is more what you do vs what you say
- Top head must give clear measurable parameters
- Entire organization must start talking and accomplish results

STEP2: 5 Means To Communicating New Vision

- Develop the motto's, proclamations, public statements that high level managers use
- Coaching , mentoring by immediate sales managers to their teams
- Training to conduct to build new culture modules
- Using information specialists to send the information in various formats
- Salespeople communicate culture in daily interactions with peers, meetings

STEP 3: ACTION



STEP 3: Driving Actions

- Managers must "walk the talk"
- Create new role definitions, sales productivity drivers
- Those who cannot adopt to new culture, to be replaced
- Recruit, Promote & Train continuously
- Define success metrics that reflect the Values | Norms | Workstyles
- Urgency and Quick Results are key to look for
- Recognize good performance with new vision

STEP 4: REWARDS

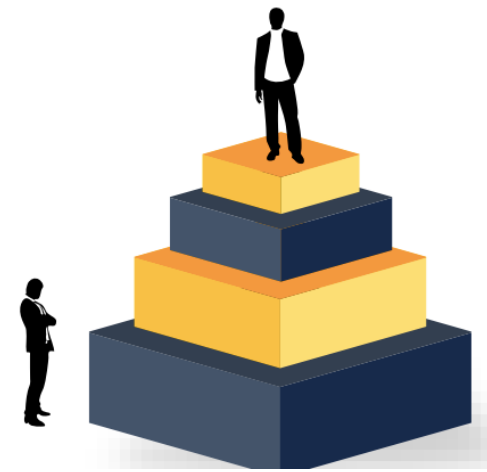


STEP4: Rewards

You can't run an army without medals

- Reward both Intrinsic & Extrinsic For Exhibiting behaviours suggested by the values | norms | workstyle
- 3 Powerful Rewards: Money | Recognition | Status
- Make the rewards visible
- Shared success is critical

GrowthAspire Practice Areas



Sales Training



Sales Coaching



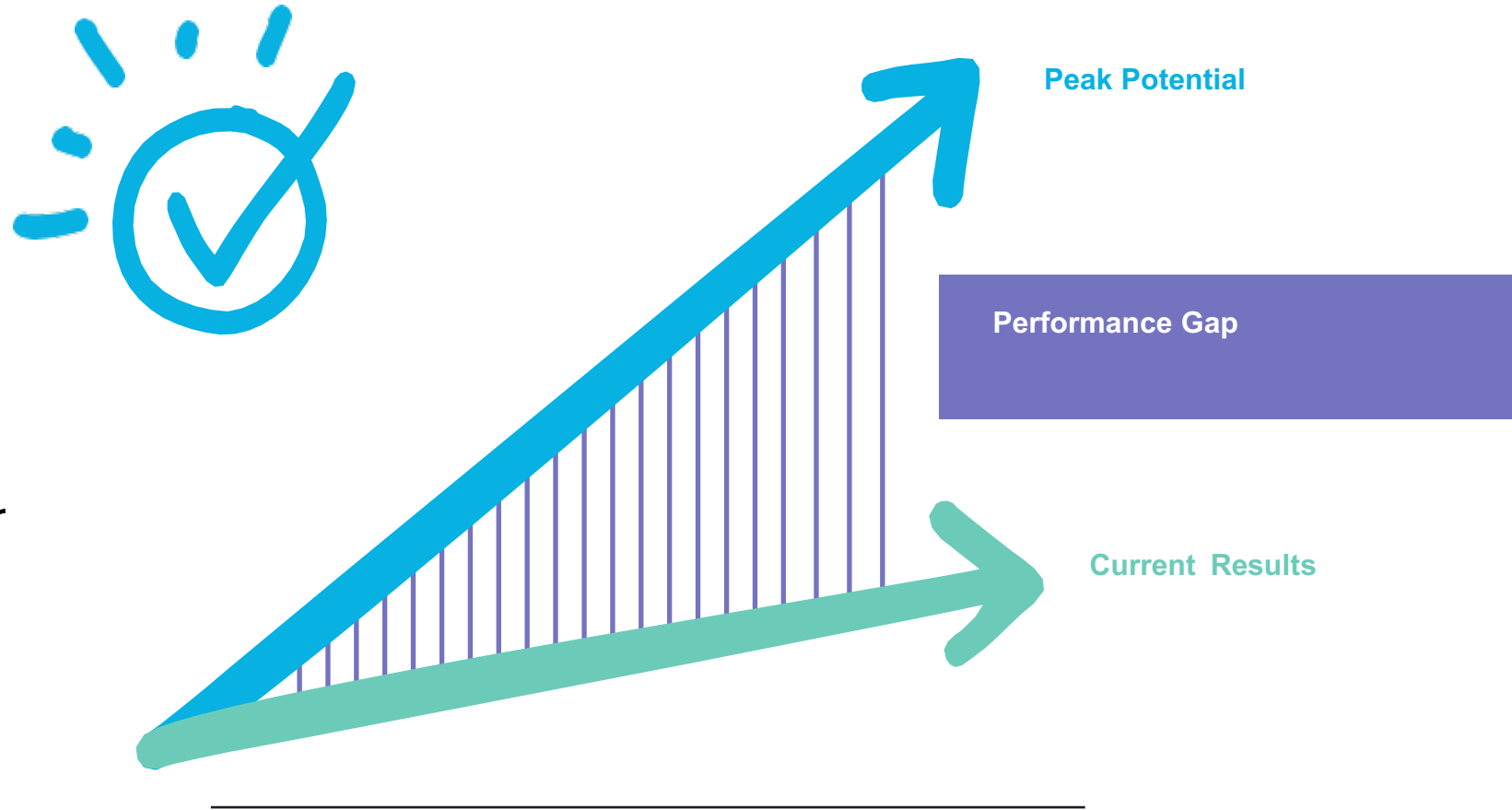
Sales Technology
Consulting

How GrowthAspire Enable Sales

- GrowthAspire Model Helps To Understand The Key Behaviour Sellers & Leaders Needs To improve Consistently To Achieve Peak Potential

- Analysing performance vs. goals and offering right tools skills to close the gap is key focus area for our intervention

- To make results sustainable, we provide necessary tools, training along with implementation support to ensure businesses achieve best results





Typical results
GrowthAspire helps
customers realize
real investment
yields returns



4.8/5 Avg Ratings Received

30%

Improvement in sales quota achievement results

3x

Increase in win rate in B2B & Channel sales

2.5x

Increase in productivity with sale team able to win sales from existing accounts

75%

Reduction in time to first sale with faster GTM

20%

Reduction in overall salespeople churn

2x

Increase in # of salespeople / distribution at NO increase in cost

Our customer's love us because, we bring

- State of Art Learning Methods
- Technology For Sales Enablement
- Practical delivery experience

- 75+ Man Years Of Experience
- Transformation enabled for leading companies in India & Abroad

- 82+ Companies Engaged
- Worked in 12+ Countries
- 10K + Professionals trained & coached



Prashanth G, Partner

Sales Technology & Coach

23+ Years building product, technology adoption for sales and coaching businesses for creating repeatable sales success



Krishna G, Partner, Sales Trainer & Consultant

30+ Years of Sales Delivery & Training. Trained and coached 10k+ professionals. Experience across FMCG, B2B



Baba Sam, Partner, Advisory Services

Passionate about enabling the sales teams. 30 years in Sales, Business development. Worked at Sun, Wipro, IBM and last 7 years consulting business for sales growth

Next steps

We believe in providing value for our clients. If you're ready to get going, our process is very fast and simple:

- **Step1: Schedule a Meeting to Discuss About Your Requirements**
- **Step2: Approach Note: We will share approach note based on our understanding and review the same before final approval**
- **Step3: Finalize on the investments and schedule for the program**
- **Step4: Start the intervention and on your way to achieve increased sales success**

That's the process! We're always available to answer any questions you may have.

Thank you,



GrowthAspire

**Helping Businesses Achieve Sales Growth Aspirations
with Sales Effectiveness Solutions**



555, 5th Main, AGS Layout, RMV 2nd Stage, Bangalore
560094, Karnataka India



support@growthaspire.com



984-524-6558



www.GrowthAspire.com