The Sales Acceleration Playbook

Discover the sales blueprint to 3X your Sales Success

www.growthaspire.com

Why GrowthAspire?

SELLERS OPERATING AT ONLY NUMBERS FOCUS SHORT TERM AND FAIL TO TAP FULL OPPORTUNITIES MARKET OFFERS TO BUILD SUSTAINABLE CUSTOMER BASE

WE ENABLE SELLERS TO LOOK BEYOND NUMBERS & HELP UNLOCK THEIR POTENTIAL TO OPERATE AT PEAK PERFORMANCE LEVELS & BUILD CAPABALITIES TO BE A SOLUTION PROVIDER & TRUSTED ADVISOR IN THE MARKET SO THEY ACHIEVE CONSISTENT SALES GROWTH
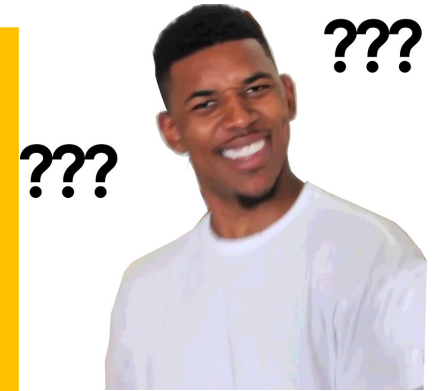
Top 5 Goals We Help You Achieve

Get More Client Meetings

Boost Deals Conversions

Close deals faster at higher margin

Seller acquire latest tools & skills

Sellers Be Confident & Productive

??? ???

Which Goal do you need fix?

GrowthAspire

Helps sales team achieve growth

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

Peak Potential

Performance Gap

Current Results
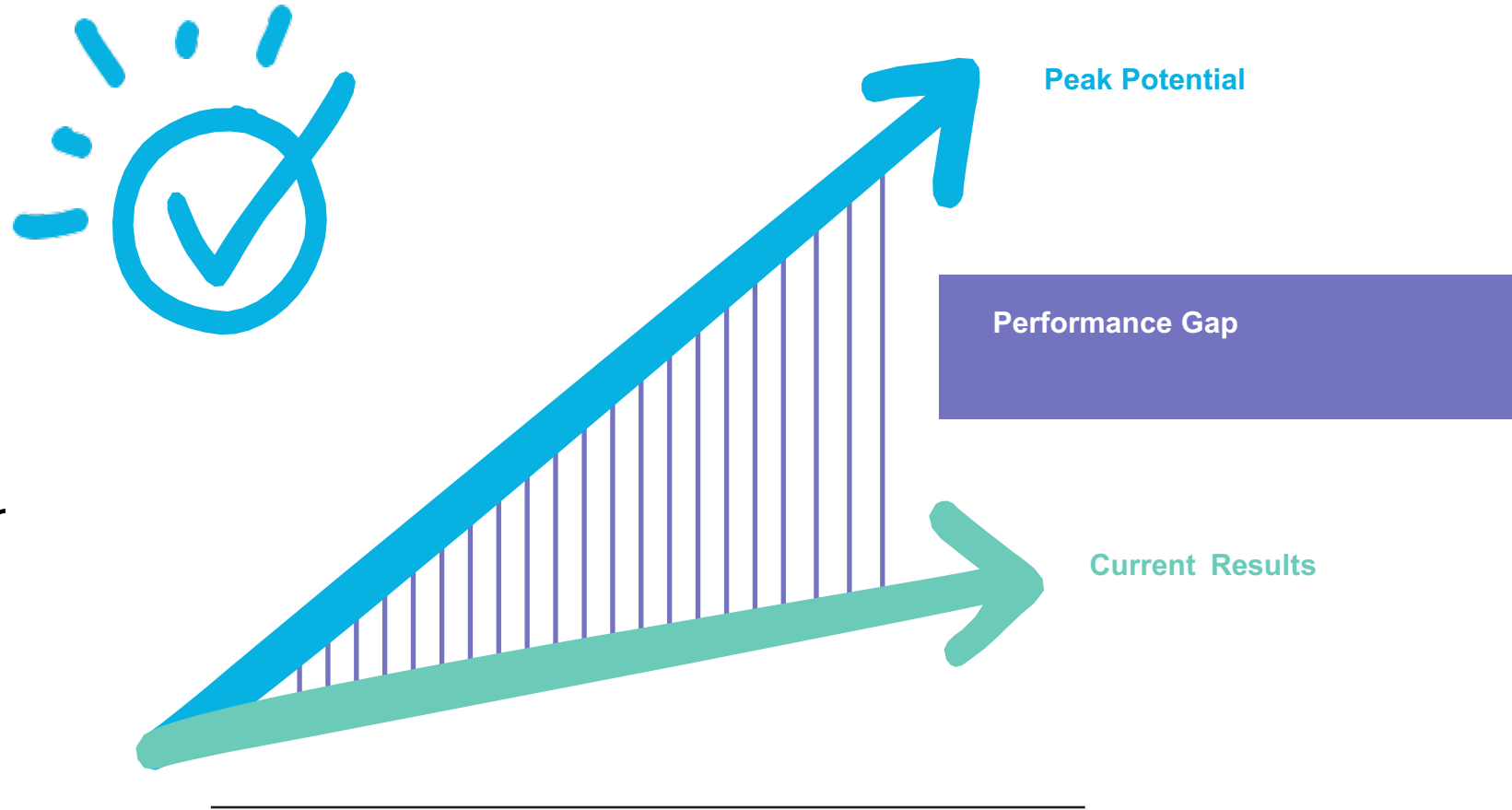
6 Steps For Sales Playbook Development

1. BUILD THE MARKET & BUYER PERSONA

2. OPTIMIZE SALES PROCESS THAT WORKS

3. DEVELOP THE RIGHT SALES MESSAGING & TOOLS

4. PRACTICE THE NEW TOOLS & SKILLS WITH TRAINING & COACHING

5. IMPLEMENT & TEST IN THE MARKET

6. OPTIMIZE FOR PERFORMANCE

The Everest Ascension Process

STEP3;
Scale and Repeat.

Reach Peak Summit
A 4 to 6 months process
Now that your process is maximized to the point that every lead and every customer is worth more revenue, it's time to scale. We do this by training sales team, bringing technology to automate and coaching team for performance

STEP2: Automate &
Systemize It

Automate & Systematize this

A 30-120 day ascent
After deploying the easy win using the proven channels, our next step is to make it a REGULAR AND RECURRING part of your business. We do that by designing automated systems that make sure that happens.

STEP1: Find
Easy

Establish bases camp to find easy win (First 30 days start)
After working with (literally) tens of companies across industries from services, products, and consulting businesses who serve b2b customers, we've discovered a process for finding and engineering quick windfalls that create an immediate increase in sales pipeline and revenues.

11 Key Steps For Sales Playbook Development
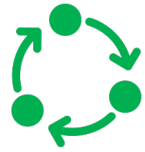
Define
Sales Process

Develop
Sales Tools

Online/Offline
Sales Training

Develop
Sales scripts

Optimize
Existing Funnel

Build
customer Insights

Build System For
Appointments

Boost the Sales
Conversions

Train on Advanced
Selling Skills

Build Dashboard for
Performance

Drive Sales With
Technologies

Sample Sales Tools & Scripts

Sample Sales Tools

- Prospect Mapping
- Lead Qualification Tools
- Opportunity Tracking
- Sales Pipeline
- Define Value Proposition
- Identifying Differentiators
- Developing Unique Selling Point
- Lead Score Tool
- Feature Benefits Mapping
- Negotiation Tools

Sales Scripts

Appointment Generation

Introduction Script

Rapport Building Script

Probing Questions

Sales Presentation Script

Benefits & Value Script

Objections Handling Script

Closing Script

E-mail Intro Script

Follow-up Scripts

LinkedIn Messaging Scripts
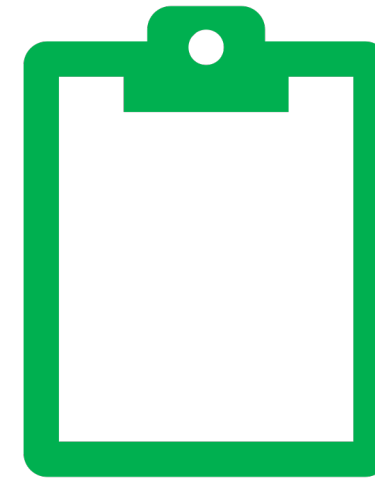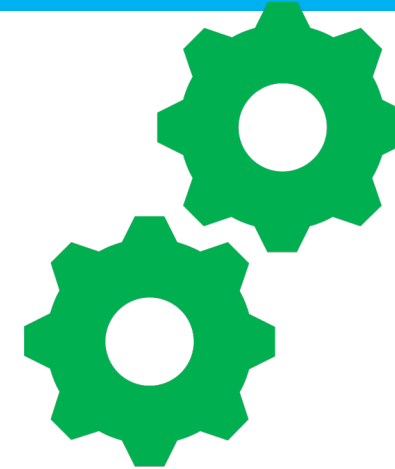
Advanced Selling Skills & Technology

Advanced Selling Skills

Building Trust & Instant Rapport

Advanced Questioning Skills

Listening Skills

NLP Techniques

Presentation Skills

Sales Negotiation

Influence & Persuasion

Using Stories

Technology in Sales

- Pipe Drive Sales CRM
- Social Selling - LinkedIn
- Sales Analytics Tools
- Selling over video call/zoom
- Online Selling Tools
- Linked Selling – Connect365
- Micro-Learning Platforms

Optimizing Sales Process & Funnels

Preparation

Rapport Building

Understanding Clients/Asking Questions

Making Proposals/Presentations

Handling Objections/Pricing

Negotiation/Closing

Post Sales Service

Leads

Appointments

Consultations

Negotiation

Win | Loss

GrowthAspire
Helps sales team acheive growth
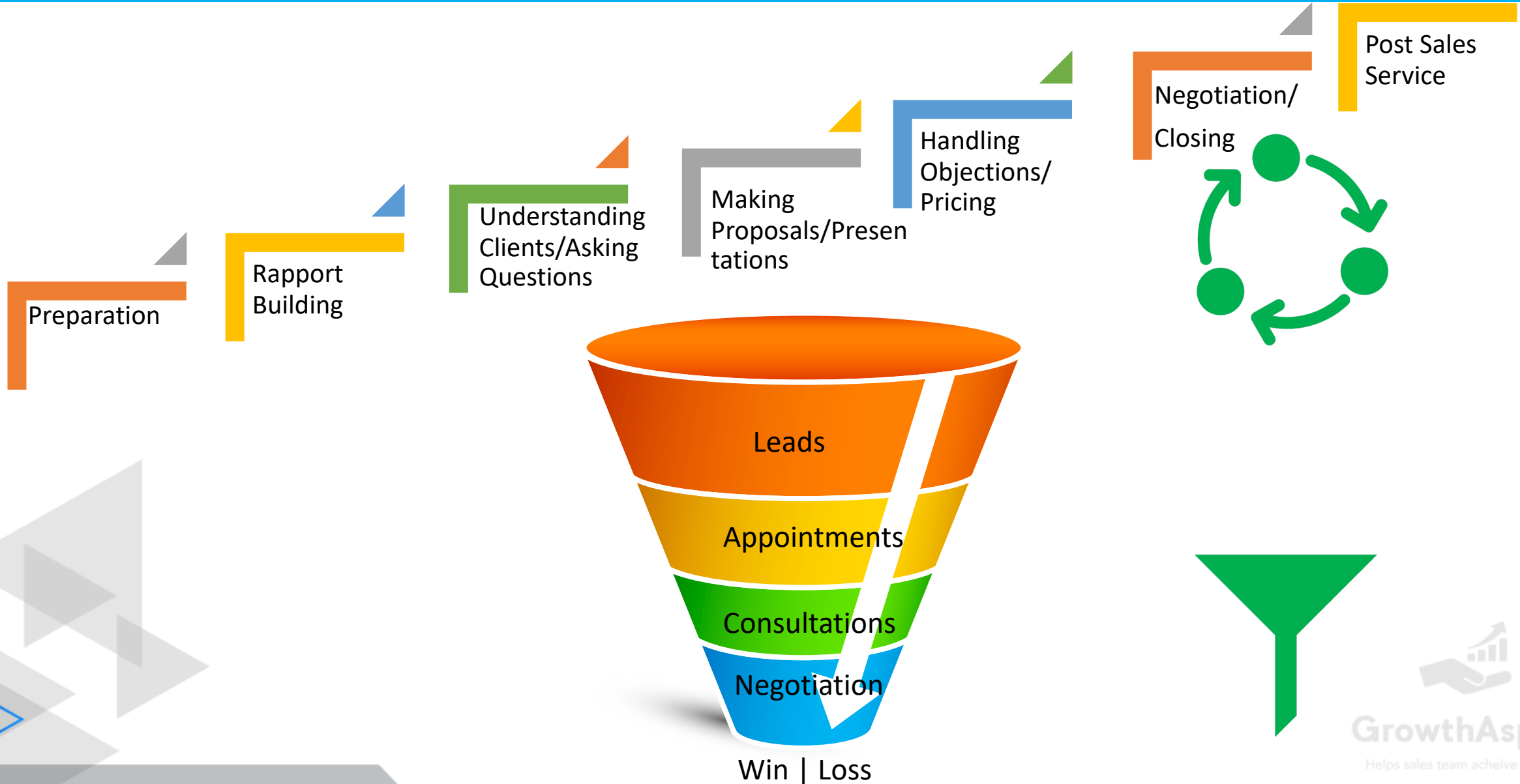
Roadmap – Suggested by GrowthAspire

SCALE (Select & Create)
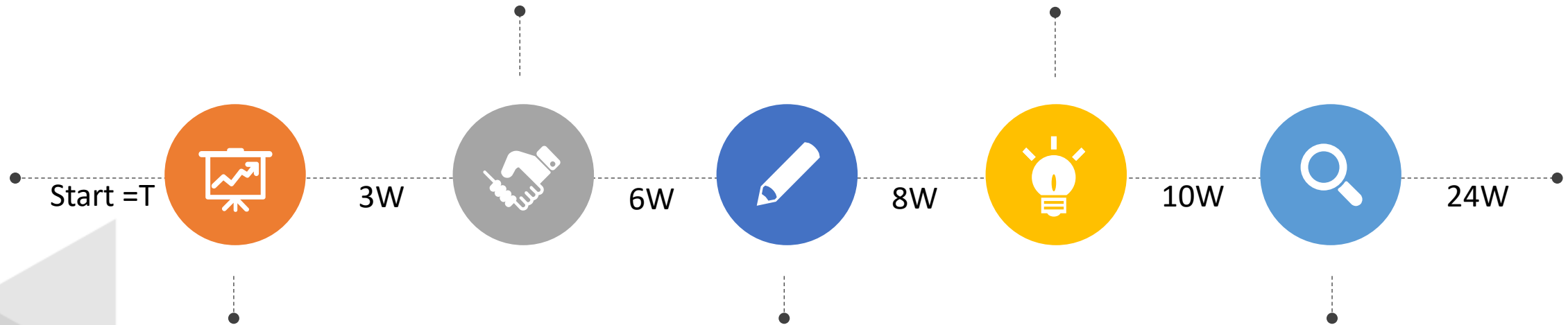Understand client base and define the audience profile | prospect map | competition | USP | Value Differentiation

Train/Practice In Market
Start training on new tools and test in the market for performance

Start =T   3W   6W   8W   10W   24W

Project Signoff & Early Engagement
Fetch details on what, how and when – Detailed Plan for Sales Breakthrough

Optimize Sales Process
Optimize the Sales Process & Implementation Tools Across Sales Cycle

Continuously optimize for sales performance
Monitor for real time Results (3-6 months and keep improving) Scale the business with tools

GrowthAspire
Helps sales team acheive growth

Will This Work for Me….

If I'm in the {insert your industry here} Industry?

Works For…

Any business who interacts with clients and has high information to be shared before making the sale, vertical you can name including:

Product Companies	**Training/Education**	**Engineering Services**
Startup's in B2B Space	**Wellness/Healthcare**	**Financial Services**
IT/Digital Services	**Tech/Automation**	**Logistics**

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Yes, This Intervention, Works for All Businesses Who Meet Following Criteria

1. You need more sales conversions in every interaction with your clients

2. You want to win more and more high paying clients

3. You and your team are willing to put in little work to make sure that to practice the core selling skills and use latest tools and apply in daily sales work

4. Your product or solutions is of high information, and needs to influence prospects who are present online or offline

Engagement model

- Weekly 1-2 times engagement to build sales playbook
- GrowthAspire will provide support| consultations for each step with implementation
- To have a team work as well as relevant experts to join for sessions and implement
- Actual sales tools and campaigns will be developed for multiple audience profiles
- Continuous work on training new resources and sales messaging until the target set is achieved

Engagement Model

Done With You

- Strategize the sales process
- Develop customized sales tools & messaging
- Help craft presentations, proposals and pricing options
- Technology Review & consultations
- Sales training & Coaching

Done For You

- Market and competition research
- Build training modules
- Build initial version of sales tools
- Review current sales systems
- Setup pipeline building system

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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
- Training delivered 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

GrowthAspire

We have served clients in enterprise & IT sales industry vertical's and trained & coached sellers in India & Abroad (12 countries)

Impact

GrowthAspire

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

Success Story – QodeNext Technologies

- QodeNext was a company that was struggling to achieve strong sales results. Despite their best efforts, their sales team was only able to convert about 10% of their leads into paying customers. This was a major concern for the company, as their low conversion rate meant that they were missing out on a lot of potential revenue.

- In an effort to boost their sales performance, QodeNext decided to invest in a comprehensive sales training program. The program focused on a range of key topics, including prospecting, pitch development, and closing techniques.

- The training was a huge success. Within just a few weeks of completing the program, the QodeNext sales team saw a significant improvement in their conversion rates. They were now able to convert a staggering 30% of their leads into paying customers, a threefold increase from their previous conversion rate.

- This was a major win for QodeNext, as their improved sales performance helped them to generate more revenue and drive business growth. The team was thrilled with the results of the training and was grateful to have learned the skills and techniques that helped them to achieve such impressive results.

- Overall, the sales training conducted at QodeNext was a resounding success, and the team was able to achieve significant improvements in their sales performance as a result.

The GrowthAspire Sales Program has been a game changer for our team. Before GrowthAspire program, our team was quite reactive and focused on only deals that were easy to win. With GrowthAspire program team is geared to go for accounts that has highest long term value. This has changed team outlook.
Srinivasan - VP Sales, QodeNext

Next Steps

We believe in providing value for our clients.

Step1: Schedule Call : Time is money and we want you to see results immediately. Review our approach, and setup call for review

Step2: Agreement : Finalize the areas of engagement and come to common agreement in terms of timelines, investments.

Step3: Agreement: We'll sign the agreement as part of this document and raise the invoice

Step4: On boarding. Start the project by building foundation

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

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Helping Businesses Achieve Sales Growth Aspirations with Sales Effectiveness Solutions

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