



GrowthAspire

Enabling Businesses With Sales Effectiveness
Solutions To Achieve Their Sales Growth Aspirations



Table of Content

- Why GrowthAspire?
- Enterprise Sales Success Model
- GrowthAspire Practice Areas
- Sales Appointments
- Sales Conversion Tools
- Sales Performance Coaching
- Who we can serve?
- Sample list of our clients
- Our team
- How to contact us

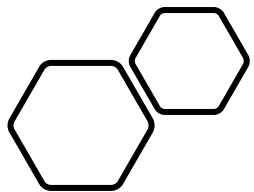
Why GrowthAspire?



MOST BUSINESSES LOSE SALES OPPORTUNITIES AS THEY FAIL TO ESTABLISH RELATION & TRUST WITH PROSPECTS DUE TO LACK OF A STRUCTURED WAY OF SELLING.



GROWTHASPIRE HELPS BUSINESS PRACTICE STRUCTURED WAY SELLING USING BEHAVIOUR RESPONSE & ENABLE SALES TEAM UNDERSTAND BUYERS, BUILD TRUST RESULTING IN INCREASING SALES REVENUE.



Growthaspire Practice Areas



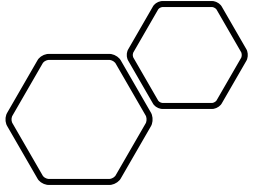
SALES ENABLEMENT |
TRAINING



SALES COACHING



USE OF TECHNOLOGY IN
SELLING



4 Areas Of Sales Enablement In Enterprise Sales

01

TARGETING
(BUILDING PIPELINE
WITH OUTBOUND
PROSPECTING)

Pipeline Creation

02

B2B SALES
EFFECTIVENESS
(VIRTUAL SELLING
SKILLS, CONSULTATIVE
AND VALUE SELLING)

03

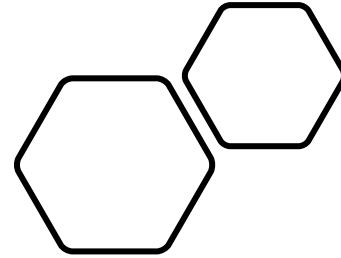
STRATEGIC
NEGOTIATION SKILLS
& REFINEMENT

Pipeline Conversion & Retention

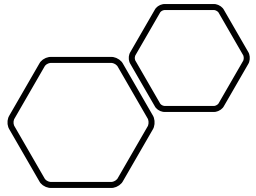
04

REINFORCE VALUE &
GROW (ACCOUNT
MANAGEMENT)

GrowthAspire Enterprise Sales – Pipeline Creation by generating appointments



GrowthAspire helps
you increase
enterprise sales
appointments with a
proven multi-
channel, multiple
touch points system



3 keys to successful prospecting (Generating Appointments)



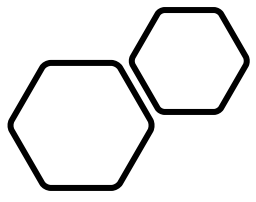
Emphasis on Trust



Sharing insights



Follow ups



3 channels to leverage for enterprise customer appointments



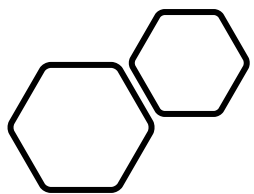
LINKEDIN



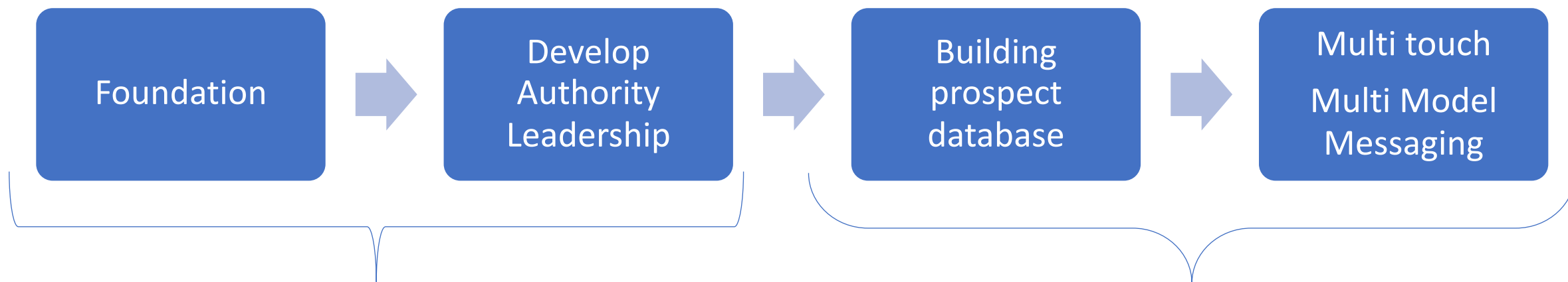
E-MAIL



TELEPHONE



Generating B2B Appointments using outbound prospecting



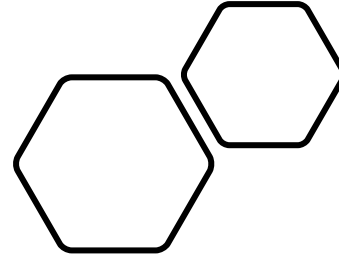
Expert Guided Training + Technology to Automate LinkedIn + Email Outreach

Client Testimonial



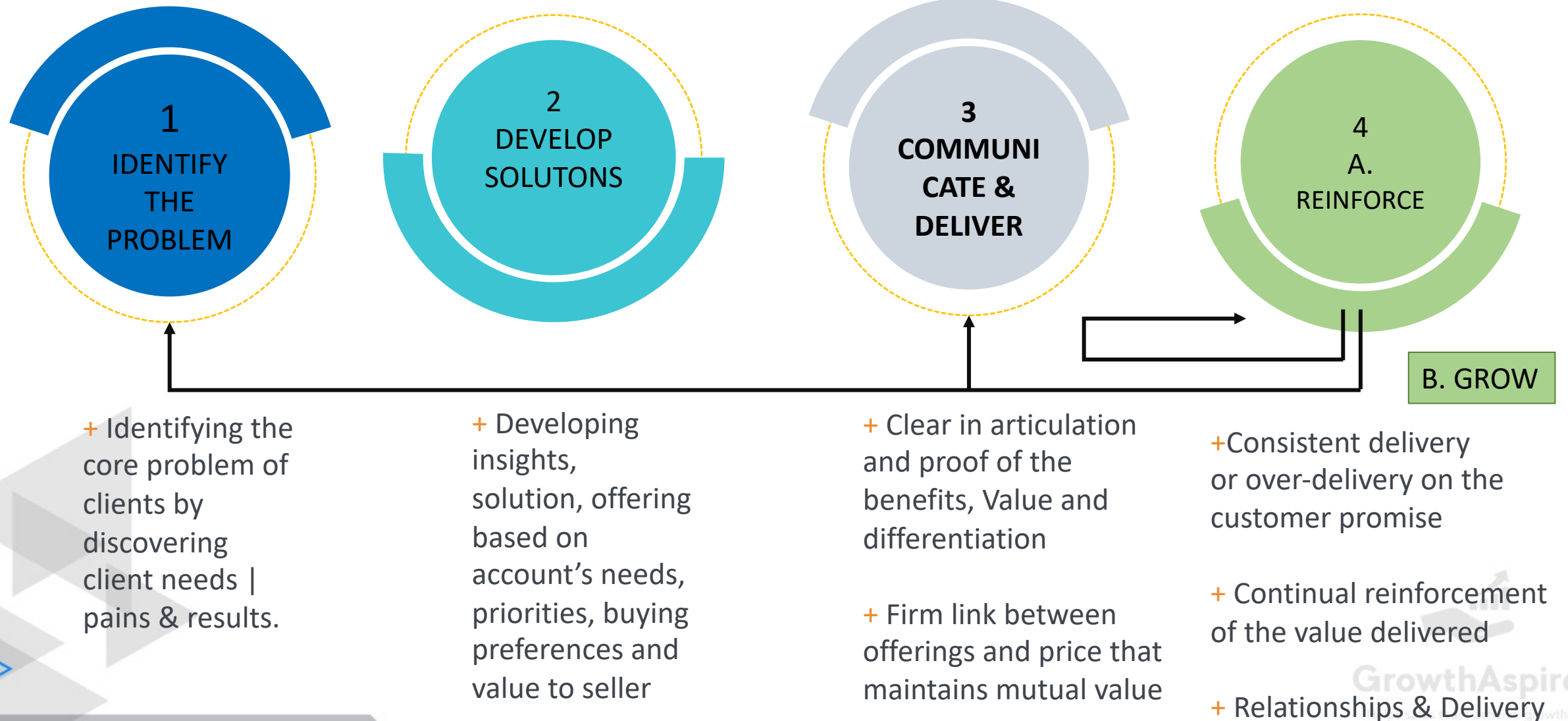
It was wonderful experience I got from overall program. Right way to use LinkedIn to improve our network was really awesome. I am able to see the results already. Thank you-
Sushma swaraj- Business Development Leader, Qodenext India Pvt Ltd

GrowthAspire Enterprise Sales Pipeline Conversion



GrowthAspire helps you increase sales conversion by building trust & helping clients solve problems- In-Person and Remote

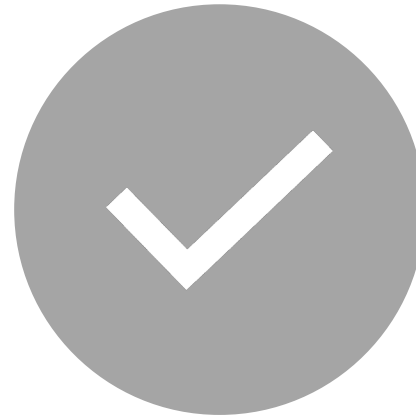
CONSULTATIVE SALES EFFECTIVENESS MODEL



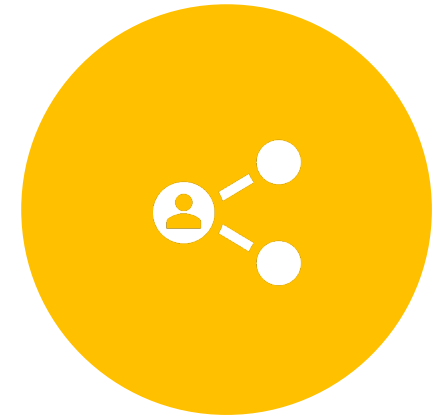
3 AREAS TO IMPROVE SALES CONVERSION



**B2B SALES EFFECTIVENESS
(VALUE PROPOSITION & SALES
CALL EFFECTIVENESS, DEAL
BUILDING)**



**STRATEGIC NEGOTIATION
(B2B PRICING, COMPETITION)**



**STRATEGIC ACCOUNT
MANAGEMENT (REINFORCE
VALUE & GROW)**

ENABLEMENT TOOLS & SKILLS TO 3X SALES CONVERSION

B2B SALES EFFECTIVENESS

High Performance Skills:

- ❖ Psychology of Client Communications
- ❖ Questioning | Listening | Rapport
- ❖ Tele-calling | E-mail | LinkedIn
- ❖ Sales Presentations & Neuro Persuasion
- ❖ Objection Handling | Pricing
- ❖ Closing | Competition Handling
- ❖ Dealing with difficult clients
- ❖ Time Management & Automation

STRATEGIC NEGOTIATION

Sales Planning/Process:

- ❖ Account planning
- ❖ Call planning
- ❖ Account targeting
- ❖ Pipeline management
- ❖ Needs assessment
- ❖ Solution development and validation
- ❖ Negotiation Preparation

STRATEGIC ACCOUNT MANAGEMENT

Sales Enablement Tools

- ❖ Account Planning
- ❖ Value Proposition Tools
- ❖ Prospecting Tools
- ❖ Lead Qualification Tools
- ❖ Relationship Management
- ❖ Sales prospect engagement questions
- ❖ Negotiation | Pricing Tools

Programs to Build Competency In Each Area

Pipeline Creation

- Customer segmentation
- Social Selling (LinkedIn & E-mail)
- Technology to automate
- Telephonic Skills

Sales Call Effectiveness

- Preparation
- Discovery
- Qualifying
- Making Impactful Presentation
- Objection handling

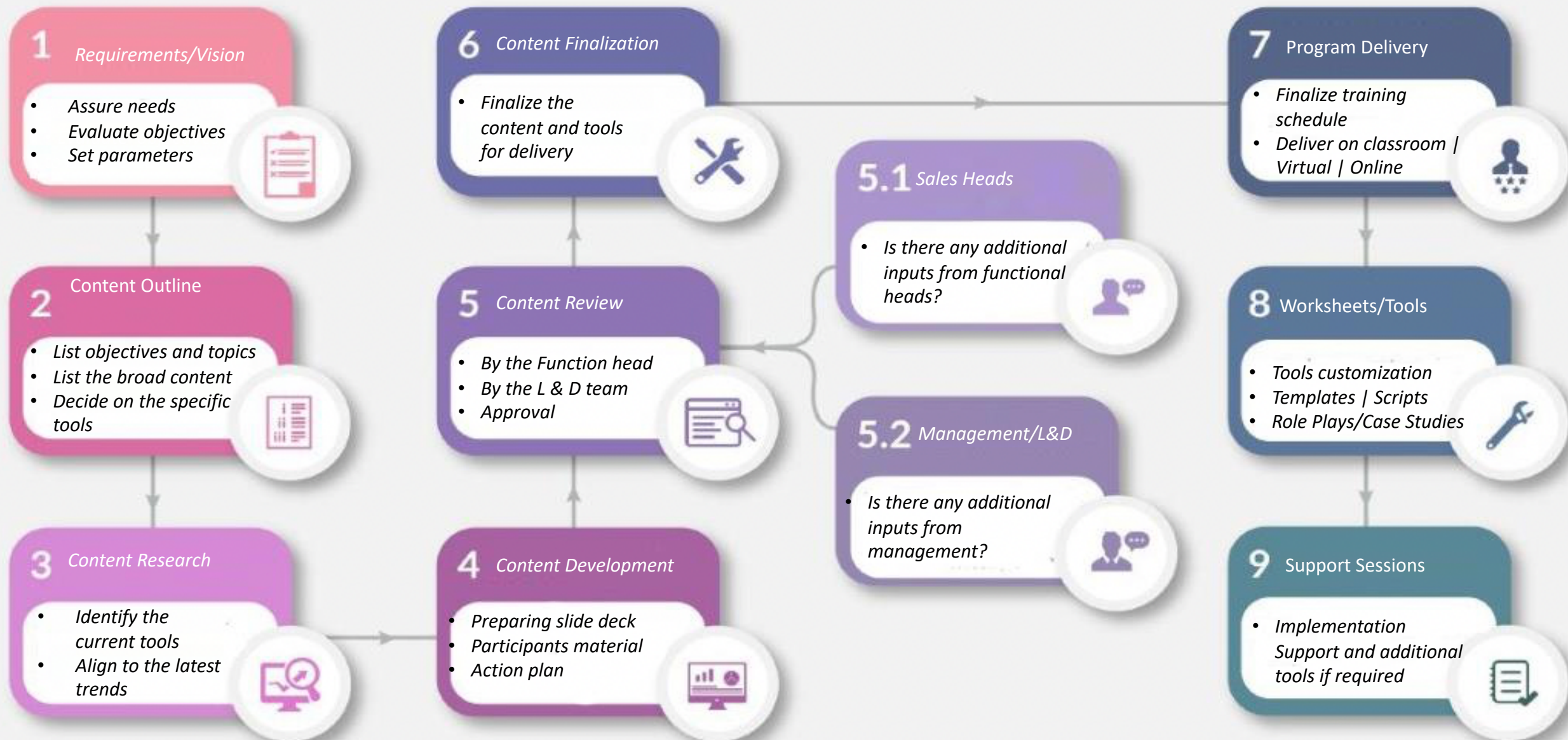
Negotiation

- Handling price discussions
- Negotiating high ticket sales
- Process, Skills Behaviour

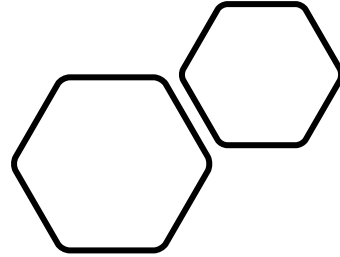
Retaining Customers

- Key account Management
- Exploring opportunities in an account
- Relationship Building

OUR SALES ENABLEMENT DEVELOPMENT PROCESS



GrowthAspire Sales Performance Coaching



GrowthAspire helps your sales
leaders perform at the top 1% level
using the advanced sales coaching

5 Step Sales Breakthrough Coaching Model

**6-12 Months
Engagement /
3+1
Sessions/Month**



GrowthAspire Coaching

Unique 5-step coaching model along with multi-disciplinary tools, knowledge, and science to help sales leaders start realizing their own inner potential, overcome the limiting beliefs, and achieve breakthrough results aligned with organizational vision and values.

Coaching methodology



Aligning with coachee

Build rapport and understand needs



Coaching Agreement:

Sign off on scope of work and shareholder expectations



Self understanding of coachee

through assessment and introspection exercise



Selection of 1~3 goals

Defining their measurement indices. Buying by stakeholders



Final assessment & Coaching completion
report after 6-months to 1-year to stakeholders



Quarterly feedback
to stakeholders



Coaching delivery
3 sessions/month of 60-90 minutes for each goal

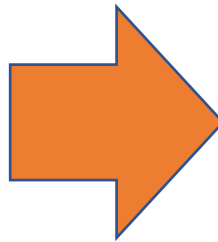
GROWTHASPIRE SALES ENABLEMENT IMPACT

BENEFITS TO SALES TEAMS:

- ❖ Become more effective in sales
- ❖ Gain clarity in engaging with new clients
- ❖ Better communication
- ❖ Increase confidence
- ❖ Have targeted tools and sales aids
- ❖ Better coaching support

BENEFITS TO MANAGEMENT:

- ❖ Develop the foundation for sales training
- ❖ Easy to get new sales reps productive
- ❖ Consistent language (improves clarity)
- ❖ Better prioritization of sales force needs
- ❖ Improved pipeline assessment
- ❖ Better coaching and development




BENEFITS TO BUSINESS

- ❖ Improved understanding of specific needs and buying processes
- ❖ Offer best solutions, develop value offerings
- ❖ Faster sales closing, Increased productivity
- ❖ Increase in margins and acquire high quality leads
- ❖ Increased revenue
- ❖ Better-managed cost of sales

Some of
our clients
(Across 20+
Industries
from
startup's to
MNC's)



A large black hexagon with rounded corners is the central focus. To its right is a smaller solid black hexagon. Below the large hexagon is a white hexagon with a black outline. The text is centered within the large black hexagon.

Clients We Have
Helped With Sales
Conversion (IT &
Technology Services)

A sample list of customer testimonials

I can say it is the first best development training program in my life . I would like your session twice a month . It is not to change to different person as you said. It is showing clearly what I am , Where I am in. Thanks for your valuable training-

Vikram Kurian – QodeNext India Pvt Ltd

it is really eye opening for us to know more about how social selling works and really will make a remarkable change in our approach in reaching to clients

Sachin Latkar, MD, Brady India

I think this training is very important, every salesman need to have chance to attend this training, It will say much more time, money for the company at the beginning. It's also will be changing their life in some way, as they understand more about what they aim to for the daily job or their career. Thank you very much Krishna!-

Phonlong- JJ Lapp- Indonesia

I never attended such a wonderful workshop; this workshop will help me to be a better sale person – Ravi Kumar- PVR Group

I would say engaging, interesting and worth everyone's time. Many of these concepts can be put in use immediately at the DSM level once trained and can help get results quickly. These concepts help you be ahead of the curve and be prepared for obstacles in advance. The research ahead of time also prepares you for more informative information that can be used to help you penetrate the customer deeper and understand their competitors, whom you might be able to contact in the future.- Xavier Rodrigues
- Lapp group- Canada

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

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

Technology to Enable Sales Effectiveness

zaplify 

1. Prospect Leads search
2. LinkedIn prospecting
3. E-mail Cold Reach
4. Multi Touch Messaging Campaigns
5. Prospecting Analytics

pipedrive™

1. All in our Sales CRM Tool
2. Sales Pipeline Management
3. Activity Tracking
4. Opportunity Management



GrowthAspire
Helps sales team achieve growth

Digital Learning

Online Learning
Access to GrowthAspire sales academy for Sales Performance

- 20+ Modules
- 100+ Video's
- Worksheets
- Checklists | Scripts

GrowthAspire team to
serve





Krishna has worked for 15 years in the corporate sector, rapidly moving from frontline to sales leader level. Since then, he has been working in the area of sales training, coaching for 12+ years with 10 years in Mercuri International and last 2+ years in his own firm GrowthAspire

Trained 10,000+ participants; delivered 1,000+ training days; Coached Multiple clients for 500+ hours or so across sales leadership levels

Key Clients

- Lapp Group
- Brady Industries
- Toyota Kirloskar
- Varthana Financial Services
- QodeNext Technologies
- Zebra Technologies
- PVR Cinema

Area of Expertise

- Sales Effectiveness Training
- Sales Management Training
- Sales Negotiation
- Sales Leadership Coaching

Education & Certifications:

- ***ICC Certified Executive Coach***
- ***3rd MILLENNIUM SALES - TRAIN THE TRAINER@ Paris, France***
- ***IIM- AHAMEDABAD- 3 TP - TIER 2- SENIOR LEADERSHIP PROGRAM***
- ***Belbin Accredited Trainer***
- ***Lifo Certified Trained***

Major Projects:

- ***Basic & Advanced Leadership***
- ***Managerial Effectiveness***
- ***Sales Excellence***
- ***Negotiation Skills***
- ***Emotional Intelligence***
- ***Conflict Management***

Professional Experience

- ***Partner, Sales Trainer, Coach: GrowthAspire***
- ***Senior Consultant: Mercuri Goldman India Pvt Ltd***
- ***Manager, Business Development – Unichem***
- ***Area Business Manager - Unichem***



Prashanth Godrehal has worked for 16 years in the technology industry from startups to global MNC, rapidly moving from developer to GM. Since then, he has started his own entrepreneur venture and also working on the learning & development over last 5+ years.

Led a team of 50+ people and worked with Samsung in corporate life. Coached multiple senior leaders and mentored business owners across diverse sectors

Education & Certifications:

- ***Business Acceleration Coach from Rapid Coaching Academy - USA***
- ***Certificate of Business Excellence from Hass School of Business, UC Berkeley***
- ***Online Product Launch Academy – Certified USA***
- ***Discover Self- A certification on People Analytics***
- ***Six Sigma Green Belt Certified – Samsung Electronics***
- ***Bachelor of Engineering – Electronics & Communications***

Key Clients Worked For

- Toyota Group
- Google
- 75F
- ProGen Life Management
- iValue Solutions Pvt Ltd

Area of Expertise

- Digital Transformation
- Lead Generation through Prospecting
- Neuro Persuasion & Presentations
- Performance Coaching
- Information Product Launches

Major Projects:

- *Basic & Advanced Leadership*
- *Neuro Persuasion skills*
- *NLP*
- *Emotional Intelligence*
- *Change Management*
- *Design Thinking & Strategic Management*
- *Financial Valuations*

Professional Experience

- *Partner, Performance Coach: GrowthAspire*
- *Founder – TaxiBay*
- *Marketing Director & Mentor –SKIL Global*
- *General Manager – Samsung Semiconductors*
- *Engineering Manager – Samsung Semiconductor*
- *Senior Manager – Centillium Communications*
- *Firmware Engineer – Motorola Communications*



GrowthAspire
Helps sales team achieve growth



M B Sam (Partner to GrowthAspire) has overall 28+ years of experience in sales and business related areas. Initial 20+ years worked across companies from Wipro, Sun and IBM and over last 7+ years helping Entrepreneurs of Emerging Enterprises to Build Teams & Grow Revenues

Key Clients Worked For

- Toyota Group
- iValue Solutions Pvt Ltd
- QodeNext Technologies

Area of Expertise

- Digital Transformation
- Lead Generation through Prospecting
- Sales Strategic Coaching
- Advisory Services
- Revenue Generation
- Sales Agility & Execution

Education & Certifications:

- ***ICF Coaching Certification (Ongoing)***
- ***Guy Kawasaki on Entrepreneurship***
- ***How to rock Social Media***
- ***MBA, Sales, Distribution, and Marketing & Advertising · (1989 - 1991)***
- ***Bachelor of Engineering – Electronics & Communications***

Major Projects:

- *Go-To Market Strategy*
- *Business Development*
- *Business Strategy*
- *Emotional Intelligence*
- *Change Management*
- *Design Thinking & Strategic Management*

Professional Experience

- *Founder & Director – Cusp Services*
- *Founder – 360 Sales Leader*
- *Founder – Cusp Digital Solutions (2015-17)*
- *Country Leader, Business Development – IBM*
- *Director, Strategy - Sun Microsystems*
- *Country Leader, Marketing, PPM - HP India*
- *Product manager – Acer India*
- *Regional Manager - Wipro*

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

Helps sales team achieve growth



553, 5th Main Rd, AGS Layout, Dollars Colony,
R.M.V. 2nd Stage, Bengaluru, Karnataka 560094



prashanth@growthaspire.com



+919845246558



www.GrowthAspire.com