

Tired of your business being stuck on a plateau?

Want to bust through to the next level?

We hear you. That's why our founder started this business. To help small B2B Businesses that want to grow and grow.

- You want to be a worry-free and confident sales leader.
- You need a sales team firing on all cylinders.

Sure, sales is hard, it requires a special skillset, a great strategy and processes that work. But with the right essential elements applied to the biggest sales management challenges, you can have that sales team that gets the job done.

Apply these five essential elements:

1. Get Leadership and Culture Right

- Set Goals – Know your Why.
- Establish and live your Mission, Vision and Values
- Be a Multiplier not a Diminisher.

2. Get Sales Strategy Right

- Set Business Results Goals
- Develop Selling Objectives: Customer Focus (Targeting/Ideal Client Profile), Product Focus, Market Coverage, Sales Force Enablement
- Develop Sales Metrics: Results, Pipeline, Activities

3. Get the Salespeople Right

- Select the Right Salespeople for the Right Sales Role
- Excel at Onboarding
- Coach and Develop your Salespeople

4. Get Sales Processes Right

- Get Company Sales and Marketing Message Right
- Develop and implement toolkits/playbooks to Create More New Opportunities
- Develop and implement repeatable Processes to Convert Opportunities

5. Select and Implement Tools to Support Processes, People and Strategy

- Select and implement a CRM, lead source tools and sales contact tools to save your salespeople time

Your business does not have to be stuck on a plateau!

Apply these five essential elements to your biggest sales management challenges to build your winning sales team.

Looking for a guide? [Schedule time with David](#) so you can stop worrying about sales growth and realize the vision and dreams of your business.