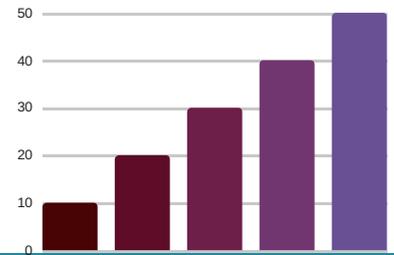




*Maggie Sarfo*



# The Ultimate Sales Development Guide to Explode Sales Revenue

Ready to take your business to the next level?

Do you or your team find it daunting to approach people and other businesses about your products/services?

Do you struggle with what to say within the first two minutes to grab their total attention?

How would you feel if your sales cycles never stalled; and you get a 'yes' at the end of every conversation?

Are your prospects constantly chasing you to book the next step of their journey to become your client?

Are you exceeding sales targets year in, year out? Is your cash-flow always showing surplus?

If you've answered 'no' to any of the last three questions, you need to take a look at The Ultimate Sales Development Guide below. This 6-module guide identifies the most crucial strategies and activities that come together to improve sales and make the mark of a top performing business.

Business leaders who review their sales strategies and processes with this guide identify the magic link. This could be what is preventing you from over-achieving your sales targets. Needless to say that for larger organisations, only the strongest alignment between sales and marketing in executing this guide, will provide the desired levels of success.

Tried and tested for over 15 years across corporate, mid-size and entrepreneurial organisations, this is what some users have to say:

*"I have worked with Maggie for three years. During that period I have seen her mentoring and coaching over 10 new hires; who, without exception, became high performers in their respective territories."*

*R Vahlhaus - Business Development Leader - Datavard*



*Maggie Sarfo*

# The Ultimate Sales Development Guide

## MODULE 1 - TARGET AUDIENCE

- Who is your customer
- Customer types
- Customer characteristics
- Pain points/challenges

## MODULE 2 - MESSAGE/VALUE PROPOSITION

- Your product/service
- What makes you unique
- How to say it in 60 secs
- Specific messages for target audiences

## MODULE 3 - PROSPECTING

- Basho - email prospecting
- Cold calling techniques
- Can the customer buy?
- Appointment booking

## MODULE 4 - SALES PROCESS/ PROSPECT JOURNEY

- Your tailored four step sales process
- Conversation road map
- How to get a 'YES' at every stage
- How and when to close (applying Human-Centered strategies)

## MODULE 5 - CRM SYSTEM

- List management
- Activity management
- Lead generation - attraction marketing
- Lead nurturing and emailing

## REVIEW & GROWTH ACTIONS

- Assess against target numbers
- Discuss success and improvement areas
- Take next steps