



 **Salestrong**

GROWTH ACCELERATOR OVERVIEW

Growth Accelerator

Profit leakage, driving organic sales growth, addressing 'must win' deals and strategic accounts. Salestrong find these are the sale challenges that need to be met with real value drivers that a customer responds with "yes, you nailed it" to.

Salestrong's view is simple; the time needed to implement change is the greatest challenge. As a result (and a challenge to ourselves), we developed a unique approach that challenges how well you create, communication and capture value, across the entire sales process.

Steve Moore National Sales Director

"Monthly Self Generated sales jumped up by unprecedented levels after the first round of Sales Academy courses – this stuff really works!" "Inspirational training which gives every seller the tools to increase their own sales, increase their own commission"

Dale Townsend Head of Public Sector and Finance

"It is obvious from conducting customer meetings prior and post training that the team is much more capable and have adopted the methodologies they were trained in. This is the fundamental difference with most other training that I have seen."

Katie O'Boyle Territory Sales Manager

"I found the Salestrong team were fun, informative and interactive. The course was delivered in a way which applied specific models to my role and helped me think of ways to new techniques learned into daily practice."

I What is Growth Accelerator?

- A hybrid coaching and consultancy service, perfect for teams who spend large amounts of time on large, complex deals and strategic accounts.
- Growth Accelerator is a very dynamic experience, its key focus is to support new or "live" deal opportunities and improve negotiated outcomes.
- Coaches work with delegate teams on live deals, generating insight and offering ways to accelerate the deal outcome.

I What are the Benefits?

- Capture greater value at deal level, by cross selling and not discounting.
- Develop the knowledge, skills and confidence to accelerate the deal to a close.
- Improved selling capability and confidence to take forward into future deals.
- Create a more cohesive and collaborative sales environment.
- Reduction in the length of the sales cycle.

I Why choose Growth Accelerator?

Salestrong had a clear goal in mind when we developed Growth Accelerator. We wanted to change the way companies create, communicate and capture value for their client and themselves.

As a consultancy service, it was important that it could deliver real, tangible change and so far we've delivered over \$150 million dollars in profit improvement. In fact, one client described it as a "game changer".

If you are a leader looking to drive real sales profitability, Growth Accelerator is the right choice.

Perfect Coach App

Salestrong designed and built the Perfect Coach app. Perfect Coach is an iOS application that allows the speedy recording of Sales Coaching sessions in-the-field.

The app supported the Regional Directors in their coaching and embedding efforts, resulting in a significant increase in the quality and quantity of observational coaching sessions.

The app provides valuable insights via a series of charts presented as a Dashboard.



| Business Challenge

Worldpay identified a need to develop a world-class sales capability programme for their SME team. However, with no common sales methodology, they needed the sales team to change approach in order to effectively sell the value of Worldpay solutions.

| Bespoke Solution

Salestrong were chosen by Worldpay to design, build and deliver a bespoke transformational sales academy for the field sales team and Regional Directors.

The programme was broken down into 3 key phases:

- **Diagnostic** stage
- **Design** of Programme
- **Delivery** inclusive of Pilot

| Sales Performance. Guaranteed.

As a global leader in payments processing technology and solutions; Worldpay were looking for a return on their investment which was a key factor in choosing Salestrong.

Within **month 1** they saw over **£80million** in increased card turnover and a further **£2million** in increased and retained sales within year 1 of the academy being run.

Salestrong

| About Salestrong

Salestrong is a sales performance consultancy partnering with some of the world's largest companies.

Our clients choose us to help build capability and deliver results through a blend of Training, Coaching and Consulting expertise.

Our clients trust us for 3 key reasons:

- We design and deliver bespoke programmes to achieve your goals.
- We invest time to understand their business, challenges and strategy.
- We guarantee a return on their investment.

Sales Performance. Guaranteed.



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