







March 2024



IMPORTANT SALES METRICS TO TRACK

MAIN METRICS TO ENSURE EFFECTIVENESS

 REVENUE METRICS	 MARKET METRICS	 CUSTOMER METRICS	 PERFORMANCE METRICS
<ul style="list-style-type: none">✓ Total Revenue✓ Year-over-year change in revenue✓ Revenue by: service or product, market, or territory✓ Percentage of revenue from existing customers or new business	<ul style="list-style-type: none">✓ Market share percentage✓ Year-over-year change in market share✓ Gross Margin Return on Investment (GMROI)✓ Price-to-earnings ratio	<ul style="list-style-type: none">✓ Customer acquisition cost (CAC)✓ Customer lifetime value (CLV)✓ Customer retention percentage✓ Customer health score	<ul style="list-style-type: none">✓ Average time for conversion✓ Number of new leads per period✓ Number of new contracts signed per period✓ Time spent in each part of the sales process



Quoi de Neuf in SLIC's World?

Don't Miss This Webinar!

Using AI To Support Sales

March 26th, 2024 | 10:00 am CST

Register at
www.SLICTexas.com

Artificial Intelligence is a way to use machines to perform tasks that historically only a human could do. Its recent and widespread use has been a boom for business owners. Attend this live webinar and find out how you can use AI to support sales activities and operations in your business. You'll walk away with ten concrete strategies you can start using immediately that will improve efficiency in your operations.



Presented by:
Michel Privé

Highlights:

- What is AI and ChatGPT (the good and the bad)
- How to implement and cultivate human-AI collaboration skills
- Ten practical ways to use AI to support sales operations and activities



Organized by and for the
Houston, TX SBDC Training Department.



SALES
XCELERATION



www.slictexas.com

[Register Here](#)



RICE BUSINESS PLAN COMPETITION

April 4-6, 2024 at Rice University

[More Info on the 2024 Competition](#)

Michel will be part of the judging panel for the 2024 Rice Business Plan Competition from April 4 to 6. It is the largest and richest student startup competition in the world. [Learn more here!](#)

****Don't miss upcoming events - Scroll down****

Quiz of the Month

What percentage of companies struggle with their Sales Strategy?

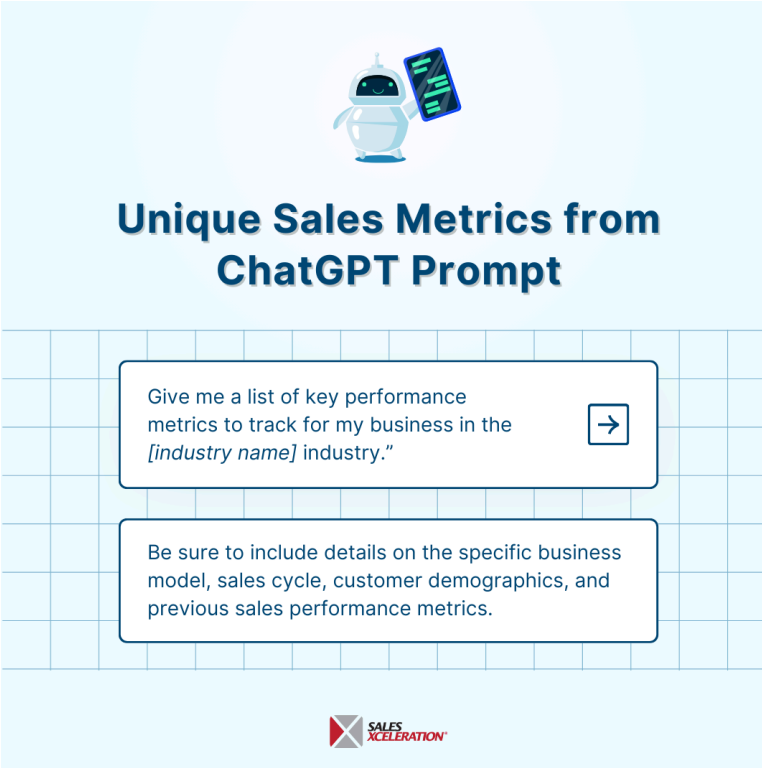
- 62%
- 78%
- 86%
- 91%


[Click here to find out!](#)

3 Strategies for Enhanced Efficiency and Consistent Revenue Generation


In today's dynamic business landscape, staying ahead requires more than traditional sales approaches. To achieve sustainable success, businesses must adopt strategies that enhance efficiency and ensure consistent revenue generation. From sales productivity to customer relationship management, let's explore the **three key aspects** contributing to a thriving and revenue-focused sales organization.

[Click Here to read the full article](#)






Unique Sales Metrics from ChatGPT Prompt

Give me a list of key performance metrics to track for my business in the [industry name] industry." 

Be sure to include details on the specific business model, sales cycle, customer demographics, and previous sales performance metrics.



The Bottom Line

Putting these sales strategies into action is crucial for improving efficiency and securing consistent revenue generation. While these three strategies offer valuable insights, a comprehensive approach that encompasses every facet of the sales process is where success lies.

As a seasoned Sales Leader, I specialize in this holistic approach by implementing **Sales Xceleration's Certified Sales Operating Management System™** to guide you in formulating the core elements needed for sustained sales success. Reply to this email to get connected today.

Meet Michel - Here to help!



Houston and Greater Houston
(713) 907-6310
mprive@salesxceleration.com

Michel brings 25+ years of experience successfully leading diverse organizations selling products and services.

Michel hired, directed, and grew at a two-digit rate, both small businesses and \$100M organizations to success.

Michel has a proven track record of establishing compelling visions, effective sales strategies, and building teams to achieve profitable growth.

Sales Xceleration Framework



Reach out **today**
to learn about the

SALES XCELERATION
Framework™

Picture this: A complete toolkit that takes you through every step of developing and implementing a great sales strategy. It's all about understanding your business, setting the right goals, and then rolling out the plan smoothly. Learn more by [booking an appointment](#) today.

Sales Playbook

Sales Xceleration uses a combination of **Michel Prive** and **client** insights and knowledge combined with the power of **AI** to create **your UNIQUE Sales Playbook**. The Sales Playbook will include the sales strategy, methodology and processes to drive sales team success.

Benefits of a Sales Playbook:

- Improved Consistency**
Ensure every team member follows the same winning playbook.
- Increased Sales Efficiency**
Sales resources are organized to streamline your sales process.
- Higher Close Rates**
Equip your team with winning strategies, messages, and templates for every stage of the sales cycle.
- Enhanced Training**
Accelerate onboarding and continuous development with built-in resources.

Table of Contents

SALES STRATEGY	
• Company Overview	• Competitive Positioning
• Value Proposition	• Ideal Customer Profile
• Points of Differentiation	• Buyer Personas
• Elevator Pitch	• ICP Pains and Challenges
• Industry Overview Competition	• ICP Aspirational Goals


SALES METHODOLOGY	
• Qualifying Criteria	• Discovery Questions
• Hot Leads vs. Cold Leads Checklist	• Handling Objections

SALES PROCESS	
• Sales Cycle Stages	• Email Messaging
• Key Sales Metrics	• LinkedIn Messaging

Navigating the dynamic and competitive landscape of sales requires a well-defined sales strategy. However, if you find yourself among the **89% of small to mid-size businesses struggling to craft that strategy**, our sales playbook offers an invaluable solution.


[Click here to read an extract of SLIC Sales Playbook](#)


March Calendar

 **SILVER FOX ADVISORS**
WISDOM DRIVEN RESULTS

Lunch & Learn

Artificial Intelligence (AI)

 **Chris Ferris**
VP of Digital Strategy
Pierpont

 **PIERPONT**

Date: Thursday, March 28, 2024
Location: The Briar Club
2603 Timmons Ln, Houston

[Click Here to Register](#)

SLIC Preferred Partners and Suppliers



Michel is a proud member of the Houston Silver Fox Advisors who have been Serving Small Businesses in the Greater Houston Area Since 1986
Click on the Silver Fox logo below to see how we help CEOs



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