



January 2024



Quoi de Neuf in SLIC's World?

Don't miss upcoming events - Scroll down

New Partner: Apollo.IO: Power Your End-to-end Sales Process

[Check what Apollo.IO can do for you](#)

Prospect: [The world's most up-to-date lead database](#)

Engage: [Create pipeline and close deals](#)

Close: [Seal the deal with confidence](#)

Enrich: [Enrich up-to-date data to any system](#)



Best AI-based sales tools combo for SMB owners.

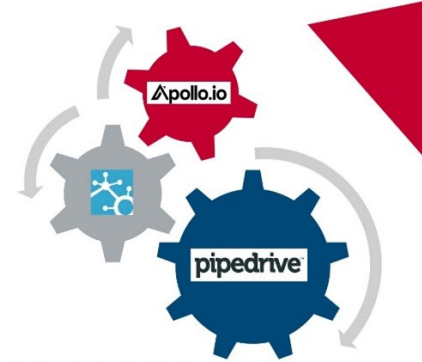
Recommended AI Powered, efficient sales tools at an affordable budget



Monthly budget \$119*	\$49	\$42	\$28
Suggested packages	Apollo.io	KnowledgeNet.ai	pipedrive
> Prospect efficiently	✓	✓	✓
> Engage with precision	✓	✓	✓
> Sequence smartly	✓	✓	✓
> Nurture relationship and upsell		✓	✓
> Enrich your database	✓	✓	
> Record sales activities			✓
> Run your sales process	✓		✓
> Market			✓

* Cost per seat, different packages available.

Use only a few tools equipped with AI to cover your needs for prospecting, upselling, business development and marketing campaigns.

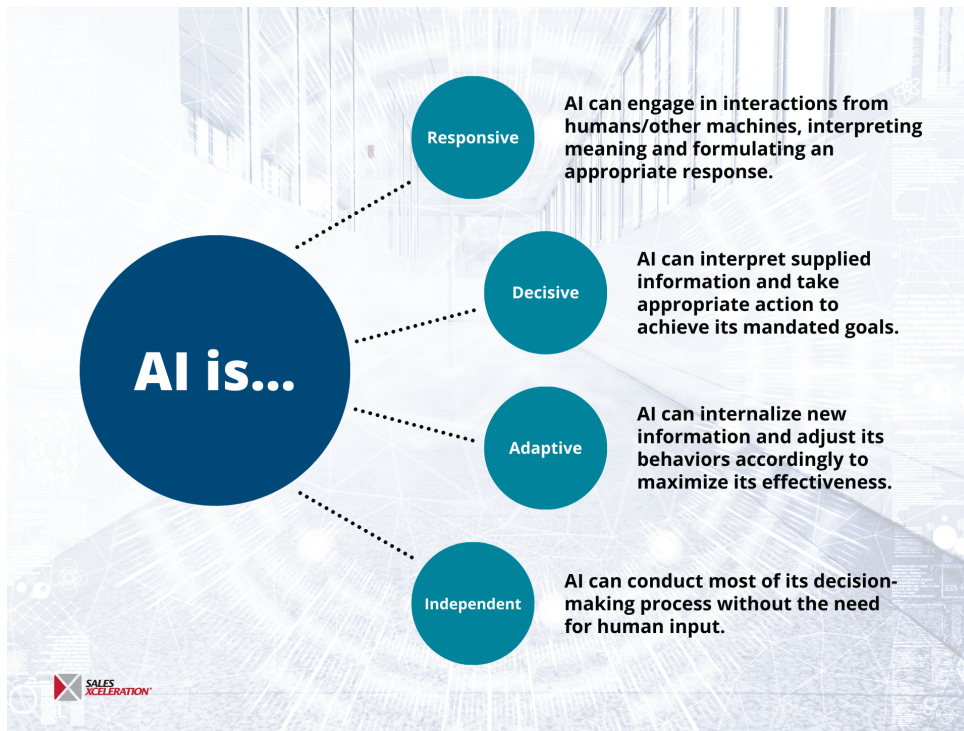


2024 Sales Trends: Top Ways AI Can Support Your Sales Organization



The sales department plays a crucial role in any organization's success. As technology advances, it is vital to understand the trends in sales, including AI. Its widespread adoption has transformed almost every sector, and its application is limitless. From identifying valuable patterns for forecasting to automating follow-up emails, AI is changing the sales landscape and how salespeople interact with customers. Let's explore the top 4 ways AI can support your sales organization.

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



The Bottom Line

Artificial Intelligence is transforming the sales industry and providing endless possibilities for businesses to optimize their sales organization. Yet, in a recent poll we conducted, 35% of Small to Mid-Size Businesses were not implementing this revolutionary technology to streamline their sales processes.

If you are ready to understand how AI can support your business, **simply reply to this [email](#)**.

Meet Michel - Here to help!



Houston and Greater Houston
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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.

January Calendar



SILVER FOX ADVISORS
WISDOM DRIVEN RESULTS

Silver Fox Advisors January Lunch & Learn

ion

*Product Development,
Data Visualization
and Marketing
Strategies*

Date: Thursday, January 25, 2024

Location: The Briar Club

Cost: \$60.00

Join us for an exciting program featuring four companies from the Ion Houston.

Our speakers are:

- Thomas MacDonald, founder and CEO of Southwest Digital
- Giorgio Villani, founder of Spindletop Digital
- Peter Durand, founder of Alphachimp LLC
- Wade Pinder, founder of Product Houston

More info can be found at [Silver Fox Advisors - Lunch & Learns \(starchapter.com\)](https://starchapter.com)



SALES PLAY BOOK

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.

[More Information here](#)

[Contact us for our special January pricing!](#)

How to Use AI to Support Sales



AI's buzz world is ordinary now, but we need to know how it can help us - business owners to our benefit. Many new tools are available to help write proposals, emails, promotional articles, and process sheets; some perform multi-function. These tools overlap, and shortly, you end up having big AI bills for poorly chosen tools. This presentation goes over 35 existing tools to streamline and increase efficiency in your sales efforts, guiding you to select tools according to your needs.

[Click here to register](#)

SLIC Services



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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