



June 2023



Sales Xcelerator

Top Sales Training Award in 2023

The Certified Sales Leader (CSL) designation is the country's most comprehensive **sales leadership certification** program offered.

CSL leadership training and certification will prepare your sales leader with the analytical, tactical and strategic sales management skills needed to drive revenue growth now...and into the future.

This self-assessment will evaluate your sales leadership aptitude and help uncover any gaps in your management skills.

FREE Sales Leadership Assessment



Contact us for more information



How to Define and Analyze Your Target Market for Growth

Ready. Aim. Sell! Sounds simple, right? Unfortunately, far too many small to mid-sized businesses skip the all-important AIM part – the part where target markets are defined, and a target market strategy makes selling quicker and easier.

Simply put, a target market is a defined group of prospects likely to be interested in (and more importantly, to *buy*) your product or service. When selling, it is important to define your target market so you can tailor your marketing messages, sales strategies, and sales processes to reach targeted customers more effectively.

Just how big is the problem? The annual Sales Xceleration [State of Sales](#) report (which presents data and findings from our comprehensive Sales Agility Assessment tool) gives us a good idea. The report spotlights sales performance challenges and problems self-reported by 3,686 clients. And the insights are alarming, with 76% of businesses rating their overall Sales organizations as “Poor.”

What contributes to this huge problem? Several critical factors emerge, including the fact that nearly half of reporting organizations have not defined their target markets/ideal customer(s).

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

The Bottom Line

The numbers that emerged in the [State of Sales](#) report might seem disheartening – for example, 89% struggle with sales strategy and industry positioning while 93% struggle with sales methodology – but ***there is good news:*** *With a little strategic analysis and time spent defining your target markets, your company can gain a significant competitive advantage over competitors who continue to operate inefficiently with “business as usual.”*

Ultimately, by understanding the needs and wants of your target market, you can develop compelling marketing strategies and effective sales processes that will resonate with prospects and convert them into buyers.

[Contact us for a free 30 minutes discover call.](#)

Quoi de neuf in SLIC's world?

Welcome Sophie Privé!



Sophie is heading the business development activities of SLIC Texas.

From adding new products and services to strengthening SLIC's partner's and client's relationship, Sophie will play a major role in SLIC Texas expansion.

Sophie is looking forward to meeting with you in the coming months.

sprive@slictexas.com - 281.684.7092



Choosing the right partner is critical.

Finding a trusted partner is essential in a world of hyperstimulation for products and services.

Having accreditation in place gives a higher sense of comfort and trust when you select your supplier or advisor.

SLIC Texas decided to seek BBB accreditation for two reasons:

- 1- BBB accreditation is well-understood and respected
- 2- Silverfox Advisor organization judges the BBB business award competition, recognizing business owners for their excellence.

Michel is a Silverfox Advisor active member; SLIC had to have the BBB accreditation, so why not participate in the 2024 competition?

2022 BBB Award winners



Watch out for the FALL workshops [HERE](#)

Six Educational Workshops in May

As much as we like learning at SLIC, we love teaching as well.

In May, we conducted six in-person workshops around Houston. We taught about:

- Accelerating growth using Metrics (Client workshop and at the WorkLodge)

- Why do you need a Sales recovery plan (Cyfair Chamber of Commerce and at the WorkLodge)
- Developing a sales growth strategy (SBDC and at a client event).

Don't miss the next Silver Fox LUNCH & LEARN event!



August Lunch & Learn BBB 2022 Pinnacle Award Winners

Featuring presentations from three of the **BBB of Greater Houston and South Texas's 2022 Pinnacle Award winners.**



Thu, Aug 24, 2023, 11:00 AM - 1:00 PM

The Briar Club, located 2603 Timmons n, Houston, Texas, US, 77027

Whether you have used these services or not, or if you are a business owner who participated in last year's competition or would just like to hear some great positive stories, you will want to attend this excellent program and participate in this great networking event.



Register to this event here!.

Increase Your Revenue with Transformative Sales Training

SALES CHALLENGES YOU NEED TO SOLVE

- Prospecting new clients
- Upsell existing clients
- Maximize your time for selling
- Improve in big deals negotiation
- Hard-time to recruit or keep sales professional
- How to train juniors to become masters

WHO CAN BENEFIT FROM THIS TRAINING

- Business Owners
- Entrepreneurs
- Solopreneurs
- Sales Managers
- Sales Representative

Are your sales team members trained to sell?

Are they excelling in **Prospecting, Key Account Management, or Negotiation?**
Or have they just been "promoted" to sell without training?

Check this [flyer](#) attached and book a call with us to get a **demo** of this unique curriculum which will enable your sales team to **PERFORM**.

Read the [FLYER, click here](#):
Register [HERE](#) for a Demo

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.

[Visit SLIC's Website](#)

Is Attracting suitable candidates to your business, recruiting them, and keeping your employees keeping you awake at night?

We have robust and competitive solutions. Click [here](#) for help and support.

AMPLIFY
RECRUITING

Hire the Right Candidate the First Time

- 25+ Years of Experience**
Our experts have filled thousands of roles and have expertise in sales positions.
- An Experienced, Dedicated Team**
You will work with a dedicated team of a researcher and recruiter, each with over 10 years of experience.
- High Quality, High Guarantees**
98.5% of the candidates we place are successful in their roles and stay longer than 6 months.

Amplify Recruiting is Sales Xceleration's wholly-owned subsidiary. The team has extensive experience in sales and sales leadership, so they know how to enhance your organization. When you work with Amplify Recruiting, you leverage the strongest, most customized sales talent acquisition team possible to find your perfect sales candidate.

Contact [us to start your talent search.](#)

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



Follow us on Social Media for Ideas and Insights on Driving Sales Growth



© 2022 Sales Xceleration®
All Rights Reserved

[company_name]
[address], [city], [state] [postal_code]

Click here to [unsubscribe](#) or manage your email preferences.