



June 2024



Recommended Upcoming Events

Hiring Salespeople; Getting it Right the First Time.

Tuesday, July 23rd, 2024 9.30am - 12.30 pm

Houston Center SBDC
Houston, TX [Link here](#)

Silver Fox Advisors: Lunch & learn. A Salute to Three of the 2023 BBB Pinnacle Award Winners.

Thursday, August 22nd, 2024
The Briar Club
2603 Timmons Ln
Houston, TX [Link here](#)

Recent Webinar and Podcasts You Might Have Missed

Innovative Sales Strategies – Harnessing AI for competitive advantage. [Link here](#)

Sales and Marketing podcast: Transition: Dealing with Sales Changes| Ep 47. [Link here](#)

Sales Shift: From Marketing to Momentum| Ep 604. [Link here](#)

I had the privilege to discuss with a highly regarded coach in Greater Houston, Mr. [Rick Schissler](#), on his radio show broadcast on June 10th, 2024, by the [Lone Star Community Radio and Television](#) channel: The Weekly Business Hour.

We talked about the emergence of Artificial Intelligence (AI) promises to transform this crucial process; equipping sales teams with tools for tasks such as **customer identification and personalized outreach**.

In this instructional discussion, we explored **actionable ways to harness AI in your sales prospecting, allowing you to work smarter, not harder, to close more deals**.

The Weekly Business Hour with Rick Schissler:
Mondays at 11am



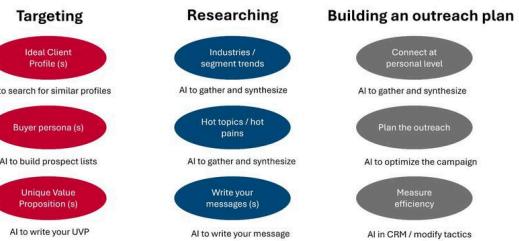
The Weekly Business Hour provides the Business Community of Montgomery County with the latest in business news, tips and ideas on how to build a better business. Each week Rick features a local business person who shares their story and the secrets to their own success. Local and national experts also occasionally join the show to offer their tips and proven methods of building a successful business. Listeners can email or call in their questions to be answered by Rick and his guests.

Don't miss Rick every Monday morning at 11AM on [irlonestar.com/Conroe's FM 104.5/106.1](http://irlonestar.com/Conroe's%20FM%20104.5/106.1)

Have a question for RICK? Email him at rick@irlonestar.com



Building the sales pipeline using AI



mprive@salsacceleration.com
713-907-6310

Courtesy of
The Loan Star Community Radio and
Television
Conroe's FM104.5 & 106.1

www.irlonestar.com

Watch or Listen to my discussion about AI for Sales with Rick Schissler

Listen to LSCR Rick's show:

Contact Rick: rick@irlonestar.com

Find The Weekly Business Hour on facebook: <https://www.facebook.com/theweeklybusinesshour/>

Find The Weekly Business Hour on twitter: <https://twitter.com/bestconsult>

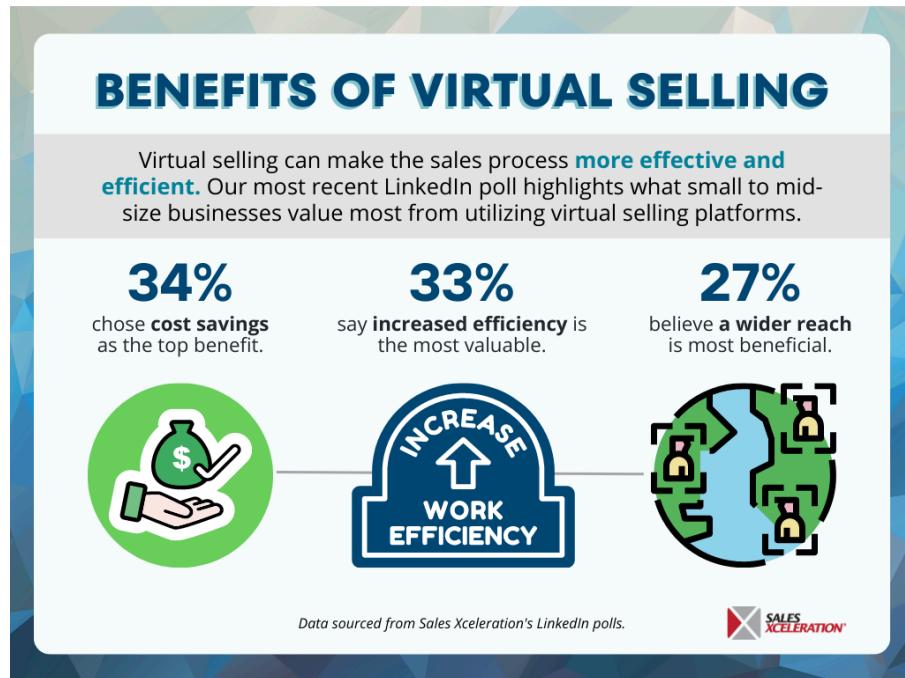
Find The Weekly Business Hour on youtube: <https://www.youtube.com/channel/UCT64czw-V6eExnQbYK-Ff7A>

Future-Proof Your Sales: 4 Essential Technologies and Trends

The sales landscape is constantly evolving. What was considered state-of-the-art yesterday might not generate leads or close deals today or tomorrow. To achieve ongoing and sustainable success, it is crucial to adopt modern trends and emerging technologies within your sales organization.

Here are four essential technologies that will help future-proof your sales operations:

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



The Bottom Line

The adoption of AI in sales prospecting is not about replacing salespeople. It's about **empowering them with the tools and intelligence** they need to be more efficient and effective. By combining technology with the human touch, businesses can create stronger relationships with prospects.

✉️ Unsure if you are ready to leverage AI technology? Allow me to guide you in the use of AI for your sales processes and strategies. Reply to this email to get started!

Bonus Article: How Can I Build an Accountable Sales Culture?

A sales team can learn a lot from a championship sports team. An organization sets their sights on the prize and finds the right people to guide them there. The coach looks at the team and the competition to create a winning strategy. Players are assigned roles and performance expectations are set. [4 min read.](#)



**Ready to get your sales
on track?**

[Request a Free Consultation](#)

Meet Michel - Here to help!

**Your Sales Team's Ultimate Guide to Winning in the
Competitive World of Sales**



Navigating the dynamic and competitive landscape of sales requires a **well-defined sales strategy**.

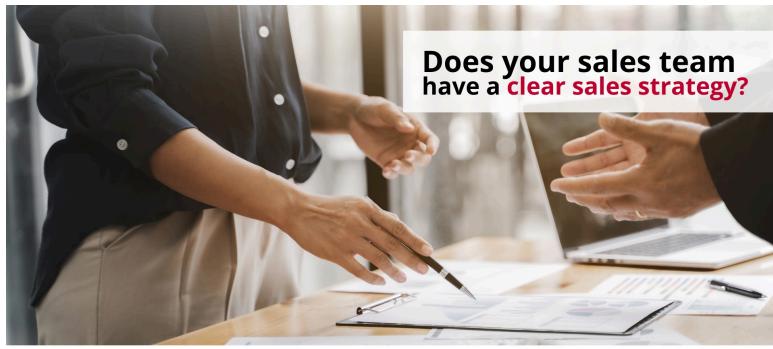
However, if you find yourself among the **86% of small to mid-size businesses struggling to craft that strategy**, our sales playbook offers an invaluable solution.

Consider it your ultimate sales guide, ensuring your sales teams are aligned and working towards common goals, while also streamlining processes and boosting efficiency.

As your trusted local Sales Xceleration Advisor, I am here to provide the **crucial support and direction you need to conquer these challenges**.

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

Sales Xceleration Framework



Reach out **today**
to learn about the **Framework**

SALES XCELERATION

™

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.



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Michel is a proud member of the Houston Silver Fox Advisors who have been
Serving Small Businesses in the Greater Houston Area Since 1986
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