



February 2024



Quoi de Neuf in SLIC's World?

Does your sales team have a clear strategy, sales story alignment, clear KPIs, and a Sales Blueprint to drive growth.



Ask me about our process to build your teams strategy

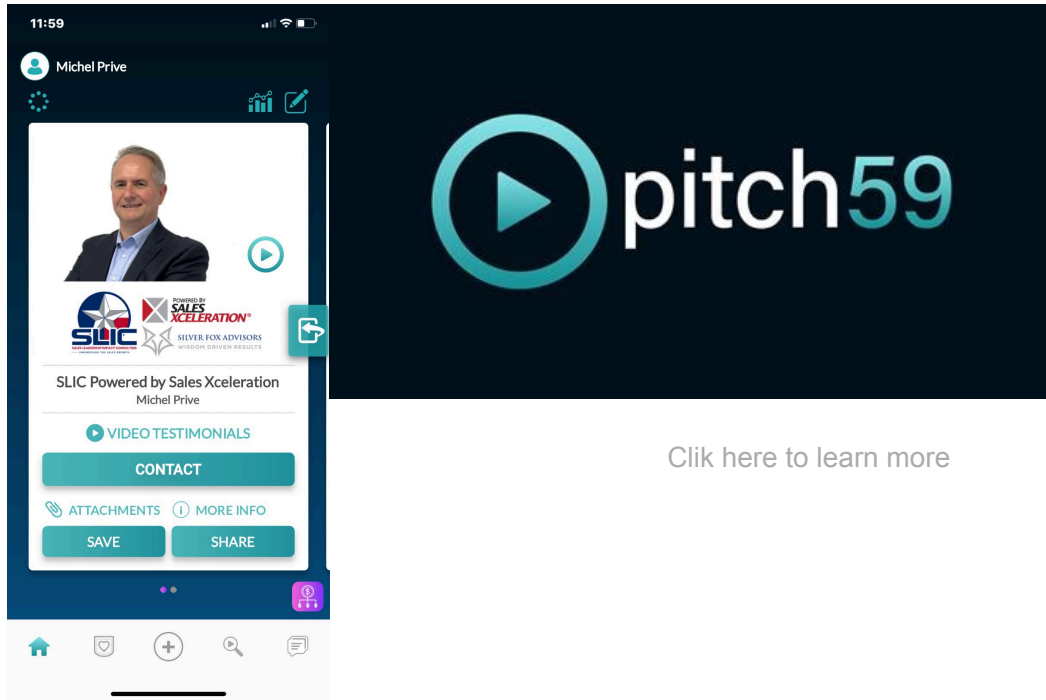
SALES XCELERATION
Framework

The Sales Xceleration **Framework** was created to ensure you have a solid sales strategy, action plans, and accountability to achieve your sales and revenue goals.

I will act as your architect to guide you through 3 Foundation Building Days, Quarterly Xcelerator Meetings, and Annual Planning. If you're lacking a sales growth strategy and want more accountability from your sales organization, [contact me](#) to learn more.

Discover our New Partner: Pitch59

Share your pitch and explode your referrals. PitchCards let you deliver your 59-second elevator pitch and make it easy for everyone to refer you to their contacts in less than 10 seconds.



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



Success Stories: Thriving with Outsourced Sales Leadership

Outsourced sales leadership has become a game-changer for many organizations, offering a fresh perspective and expertise that can dramatically improve sales outcomes. According to the Sales Management Association, organizations with high-quality sales coaching, like the kind provided by top-tier outsourced leaders, can increase sales performance by **up to 20%**. Moreover, a study by the Harvard Business Review revealed that companies leveraging outsourced sales strategies reported an average of **30% higher** customer retention rates.

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



Thriving with Outsourced Leadership



Sales Performance

Organizations with high-quality sales coaching, like the kind provided by top-tier outsourced leaders, can increase sales performance by **up to 20%**.

Sales Strategy

Companies leveraging outsourced sales strategies reported an average of **30% higher** customer retention rates.

Data collected by Sales Management Association and Harvard Business Review.

The Bottom Line

Through these narratives, a common theme emerges: **outsourced sales leadership can revitalize, reinvent, and recharge a sales organization.** These success stories showcase not only improved numbers but reinvented cultures and processes that set the foundation for sustainable growth.

If your company faces sales challenges that seem insurmountable, remember these successful outsourcing examples. Think about how an outsourced sales leader could redefine your trajectory.

✉ Are you ready to elevate your sales game? Reply to this email to get started with my **free 10-question online assessment.**

Meet Michel - Here to help!



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.

Houston and Greater Houston
(713) 907-6310

February/March Calendar

Live Webinar - Using AI to Support Sales



3/26/2024

10:00 AM - 11:00 AM

Location: Online

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.

Highlights:

What is AI and ChatGPT

How to implement and cultivate human-AI collaboration skills

Ten practical ways to use AI to support sales operations and activities.

This live webinar is intended for business owners, sales leaders, and sales professionals wanting to explore how they can use AI to support sales.

[Register here](#)



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.

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SALES STRATEGY	
• Company Overview	• Competitive Positioning
• Value Proposition	• Ideal Customer Profile
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• 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](#)

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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Sales Leadership Impact Consulting LLC
Telge/ Spring Cypress, Cypress, Texas 77429

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