



August 2023



Quoi de neuf in SLIC's world?

Michel latest certification: CSL

What is it?

A training class that focuses on expanding sales leadership skills, building proven sales processes and utilizing the tools needed to consistently drive revenue.

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



[Click here to learn more](#)

Steve Thornton's 3 question program.

Steve Thornton, from Apex Management Partners, came up with a short educational video platform, where his guest answers 3 questions. No prep, just straight answers. Lots of fun but better be ready!

[Contact Steve](#)

[Apex Management Partners](#)



This month's Quiz

What should be the focus of your virtual sales conversation?

- A. Only talk about the features of the product
- B. Avoid asking questions to understand customer needs
- C. Tailor the conversation to address customer pain points and benefits
- D. Keep the conversation as brief as possible



[Click here for the answer.](#)

Mastering Virtual Selling to Accelerate Growth

The dynamics of selling are always evolving. More and more, that evolution is being shaped by digital selling platforms and virtual selling. Today, sales is no longer defined – and *confined* – by physical meetings. Rather, virtual sales tools often include social media engagement, online presentations, video conferences, and email communication.

Are you using “virtual selling” in your sales efforts? What are the benefits and challenges of using modern channels? And most importantly, how can you optimize digital selling to accelerate growth?

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

BENEFITS OF VIRTUAL SELLING

Virtual selling can make the sales process **more effective and efficient**. Our most recent LinkedIn poll highlights what small to mid-size businesses value most from utilizing virtual selling platforms.

34%

chose **cost savings** as the top benefit.



33%

say **increased efficiency** is the most valuable.



27%

believe **a wider reach** is most beneficial.



Data sourced from Sales Xceleration's LinkedIn polls.



DON'T MISS THIS FREE EDUCATIONAL WORKSHOP

Don't miss this **FREE** in-person workshop

Accelerating Sales Through Metrics

Managing your sales activities through key metrics will help you grow your company's revenue, sales, and profitability. In this session, our sales expert will walk you through an easy-to-follow system that allows you to focus on metrics you can easily manage. **You will walk away with a framework to manage those metrics to drive business growth.**

Highlights:

- Managing sales metrics
- Building a framework for leading indicator metrics
- Focusing on the metrics you can manage
- Using metrics to diagnose problem areas
- Extending your sales metrics to Channel Partners



This session is intended for business owners and sales leaders wanting to **transform their business using a simple proven system to increase productivity and company growth.**

REGISTER HERE

August 16th 2023
From 10:00 to 12:00



Click on or Scan to Register:



Houston Center SBDC
1455 West Loop South, Suite 900, Houston, TX
77027

Free Parking attached to the building

Presented by Michel Privé



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713-907-6310

The next Silver Fox LUNCH & LEARN event is coming up!



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!.

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.

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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