

GROW

SALES COACHING

Scale Your Sales Team

The framework of GROW SALES is built on a coaching-focused modular approach in 3 targeted areas:

1.

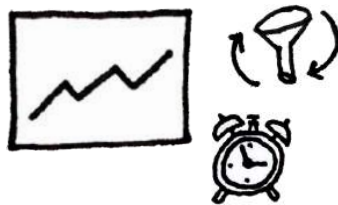
Sales Recruitment



Attracting and hiring the right talent

2.

Sales Management



Principles and practices of sales management

3.

Sales Training

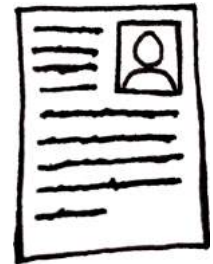


Equipping Salespeople to become more influential and self-aware

1. Sales Recruitment

Set the scorecard for success

Develop a job scorecard that allows you to identify WHAT is required from a salesperson, HOW to measure the success of the salesperson, WHO the ideal personality type is to fulfill the role, and DEFINES the training and tools to be provided to the salesperson to ensure success. Use GROW SALES template guidelines to set sales staff up for success.



Attract the right talent

Are you finding that your job adverts are attracting a lot of attention but not from the right candidates? Use the GROW SALES recruitment approach to attract the right talent. To grow a pool of talent, let us help you to shape this process using the Virtual Bench strategy. Use GROW SALES templates to create winning recruitment adverts which we can help you place on LinkedIn and other relevant platforms.



Case Study: Growing sales from owner to sales team

"RLWA achieved a 6-fold increase in sales over a 5-year period. GROW designed and implemented a sales process that allowed the owner to increase sales and subsequently hire and train a sales team for continued growth"

Interview process

Cut through the sales pitch that salespeople use in an interview using GROW SALES to facilitate interviews and ask the right questions to uncover whether the salesperson is a top performer or not.



Selling the ideal candidate

Learn about selling your company to your A-team candidate so that they don't slip through your fingers at the last minute by staying in their current job or taking another offer.

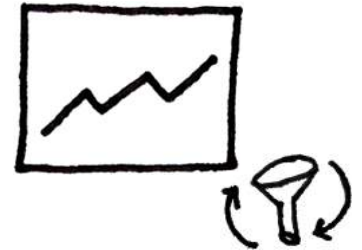


2. Sales Management

Sales Process and tracking

Many companies are not clear on their own sales process. This could be one reason that sales results are not at the desired level.

Modules include defining your sales process from lead generation through to handling objections, questioning and closing. Learn how to track results to measure progress and improve the sales process.



NEW

Incorporate leading influencing techniques into your sales process.

Define value proposition

Define for your sales team how they should pitch your product or service to the right audience and how best to communicate the value difference that you bring to your customers.

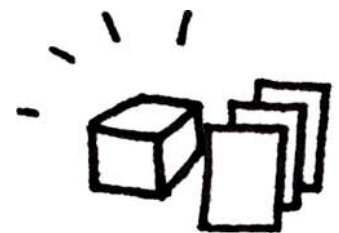


Case Study: Defining a point of difference spurs sales growth

"Ultra Food Innovations defined 3 key points of difference over their competitors which immediately resonated with their customers. This doubled Sales in an 18-month period."

Raise your product training methods

If your team is to represent your company, they need to be adequately trained on the various products and services being offered in order to sell with confidence. This module includes various training tools, ideas and techniques that will allow you to easily create a training process that inspires your sales team deliver on product knowledge and service excellence.



Incentives and structure

GROW SALES will help you create an incentive structure that will motivate your team towards achieving personal and company goals. We will explore and establish the ideal structure to keep sales teams motivated. This incorporates various incentive delivery options including mobile rewards and vouchers.



Case Study: From frustration to 50% sales growth

"The owners of Colonial Stone turned frustration, poor team morale and lack of sales into a 50% increase in sales over a three-year period. This was a result of working with GROW to re-design their commission structure to reward exceptional performance, effective sales tracking, redirecting sales staff to find new business and improving team culture and morale."

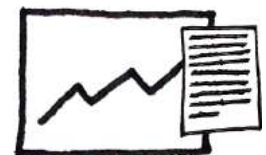
Coaching for performance

This module teaches you how to be a great coach in order to get the most out of your sales team. Unlock individual potential with powerful coaching conversations.



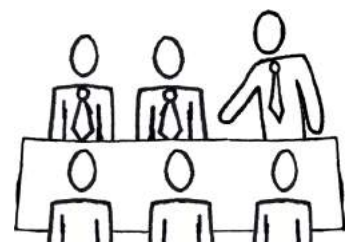
Plans and goals

It is said that a goal without a plan is just a wish. GROW SALES will work with you, your team leaders and sales staff to define and set clear goals (business and personal) using our One Page Quarterly Planning Tool.



Productive meetings

Let GROW SALES develop a meeting rhythm for your team with related best practice tools that ensures constructive outcome based meetings. Learn to make the most out of the time spent with your sales team to ensure that meetings are positive and productive.



3. Sales Training

Selling as a career

This module will help your sales staff see the potential they have through a successful career in sales providing them with a powerful catalyst for continued growth. Sales professionals require skill in many areas such as: communication, negotiation, strategy, presenting, listening, closing and handling objections. Learn our definition of what Sales is, and how to go into the market place with a clear vision and focused determination.



Time management

GROW SALES will coach the sales team on effective time management practices that will assist each salesperson to use time to their advantage. Use the GROW time management templates to easily improve your time management.



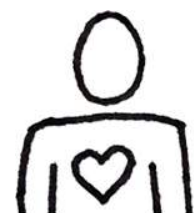
Case Study: Upskilling sales team gains market share

"Eclipse Furniture and Hardware suppliers were able to gain market share and even force some competitors out of the market by working with GROW to define their point of difference. The motivated team instilled this message into the market through sales training and a 90-day planning process."

Emotional intelligence

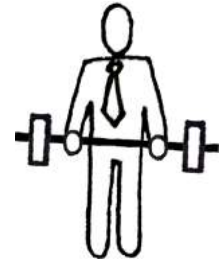
Emotional intelligence (EI) or emotional quotient (EQ) is the ability of individuals to recognize their own and other people's emotions, to discriminate between different feelings and label them appropriately, and to use emotional information to guide thinking and behavior.

GROW SALES will assist your staff to increase their EQ, and to gain better self-awareness. This will provide staff with valuable insight into how to grow as a person and in dealing with people.



Develop their Strengths

The StrengthsFinder assessment is used for individual coaching and group assessment and taps into one’s natural patterns of thinking, feeling and behaving (TFB). StrengthsFinder brings a language to peoples’ strengths that didn’t previously exist, and helps them define and articulate their natural talents whilst working towards playing to these strengths more often.



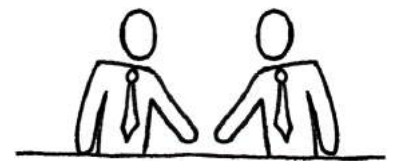
Prospecting

In Direct marketing, AIDA stands for Attention, Interest, Desire, and Action. Prospecting could be seen as a process of creating attention and interest—enough interest to open the door to a conversation. Let us help you develop a prospecting process that will ensure that you are getting enough attention to generate the leads you need.



Positioning

Use the GROW SALES approach for effective positioning to take charge of conversations that will guide prospects through your sales process, whilst at the same time putting them at ease to listen to the value you can offer.



Questioning

Research has shown that asking the right questions is the difference between the top 10% of salespeople and everyone else. GROW SALES will help your sales team identify the right sales questions to ask, and teach them how to listen to the responses and dig deeper to build trust and understanding with prospective customers. Claude Levi-Strauss said: The wise man doesn’t give the right answers; he poses the right questions.



Handling objections

Learn to deal with stalls, objections and the “I’ll think about it”. There are often reasons behind the reasons for a customer not wanting to move ahead. GROW SALES will help you handle objections in a timely and professional manner keeping the momentum of the conversation in order to follow through on the sale.



Follow up and Closing

The key to great sales results lies in follow up actions. Understand how to achieve results through becoming a person that is consistent in the follow up process. GROW SALES will help you schedule and time your follow up actions effectively. Closing is not a magic trick or elusive theory. When closing, you are helping a customer make a decision. We will help you understand how and when to ask for the sale.

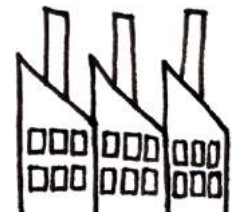


Case Study: Developing sales staff to grow sales

"The Sales Manager of Airborne Insurance developed his young sales team through personal coaching in the area of personal effectiveness. He worked with GROW to improve team productivity through sales planning and activity targeting achieving a 50% increase in sales over a period of 2 years."

Selling to corporates

The process of selling to SME's and corporates will often differ in the approach and close. Discover how to be more effective in your sales cycle when selling into the corporate market using the GROW SALES techniques.



About Michael Grobbelaar

GROW Sales Coach

Coming from a 15 year Sales and Business development background in Technology and Software, Michael joined GROW to follow his desire to help people and business reach their full potential.

After travelling and working abroad, Michael studied in the field of Technology before joining South Africa's first e-billing company. Starting as a Sales consultant, he moved on to fulfil the role of Sales manager after growing an internal team. He was subsequently promoted to Channel manager where he trained and managed 13 sales teams across South Africa. Through this role, Michael gained first-hand experience on how to grow a start-up business and scaling up a sales team.

The company, later acquired by Bidvest saw Michael successfully selling electronic billing solutions into many South African corporates including Alexander Forbes, BP, Edcon, Growthpoint, JD Group and MTN to whom he sold a multi-million-rand solution to manage all customer billing.

Michael applied this management and sales experience in one of South Africa's leading Mobile transaction solutions providers as Regional Head, before joining the GROW team to head up the GROW Sales coaching program.

An accredited Executive Strengths coach (through Strengths Institute), Michael helps people gain more self-awareness and leverage their innate strengths. The results show that those that play to their strengths are more productive, fulfilled and energetic, plus gain a better understanding of people and team dynamics.

Schedule your Sales discovery appointment with a GROW Sales Coach to identify specific goals to scale your sales team.

GROW Sales Coaching:

mike@grow.za.com

www.grow.za.com

011 234 3453