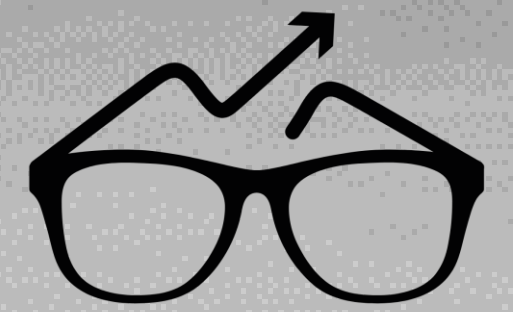
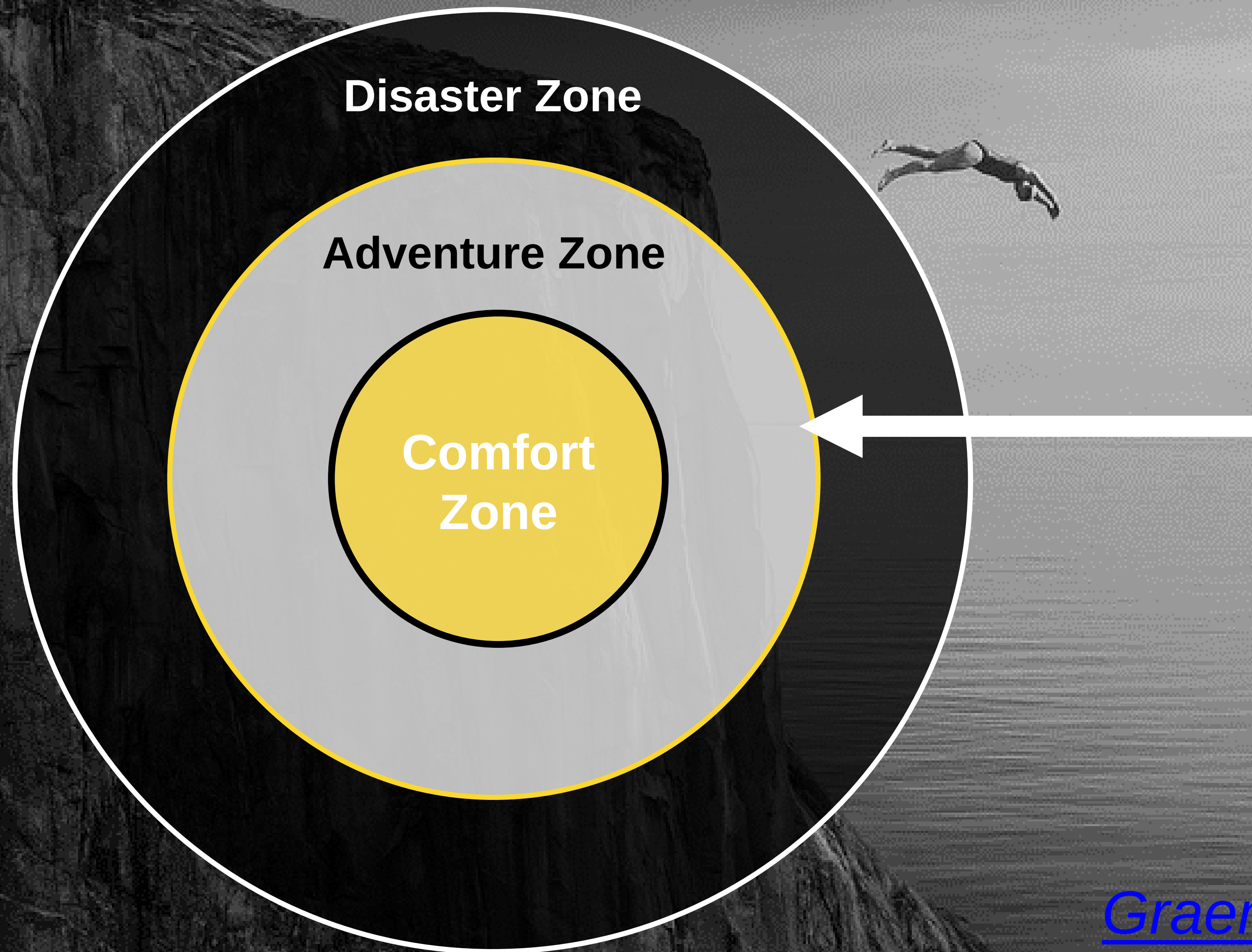




SALESGEEK



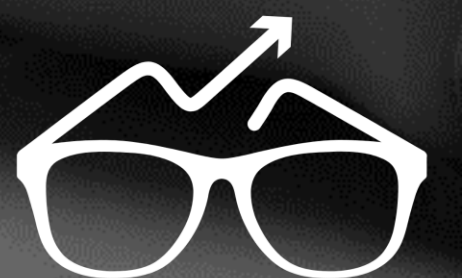
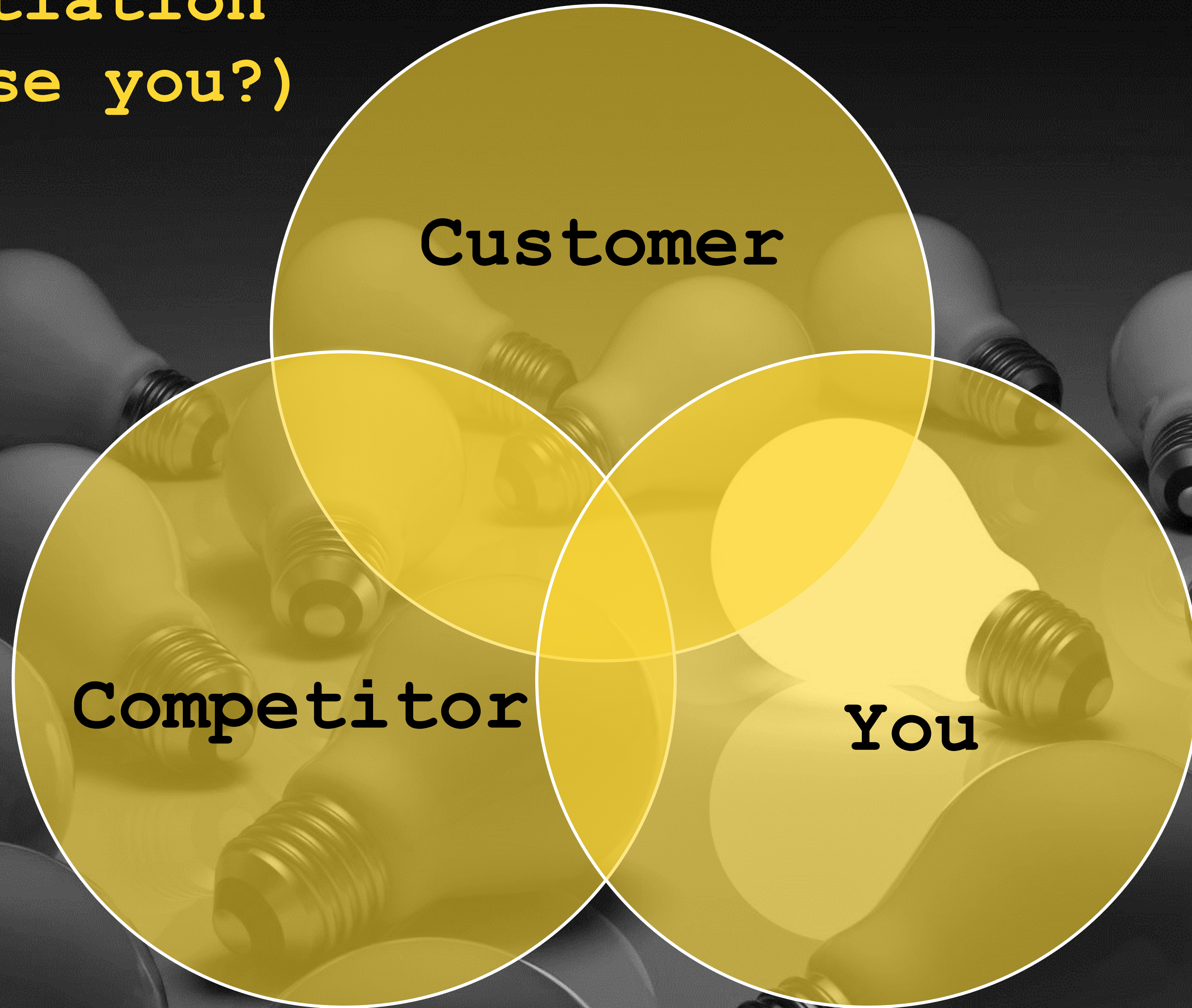
- Point of maximum learning
- Behavioural change
- 1 or 2 changes from today

Graeme Murray

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Differentiation (why choose you?)



SALES GEEK

Top of the funnel: based on the differentiators, which prospects/customers would benefit the most from the unique value offered (target marketing spend)

Top

Middle: 'questions towards differentiators' to build the need only you can service/or service best

Middle

Bottom: not competing on price because you are unique!

Bottom



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Sales

Funnel

Pitch Perfect?



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Outcome

- What is the client seeking to achieve?

Problem aware

- Ideally one only you can solve. Building the need.

Solution aware

- What is the solution to the problem. Any problems with the common solution?

Product aware

- What you do

Differentiation

- Why should they buy from you?

Social proof

- Where have you done it before? Client successes

Next Steps

- What happens now?



Your Sales Director (YSD)

Hiring a sales director is a big deal for any company. As a growing small or medium-sized business, a talented, experienced, Sales Director could make a world of difference in helping drive your future growth. However, hiring the right one is fraught with problems



The Problem With Hiring A Sales Director



Lack of Sales
Talent



Prohibitive
Salary



Large
Bonuses



Fringe
Benefits

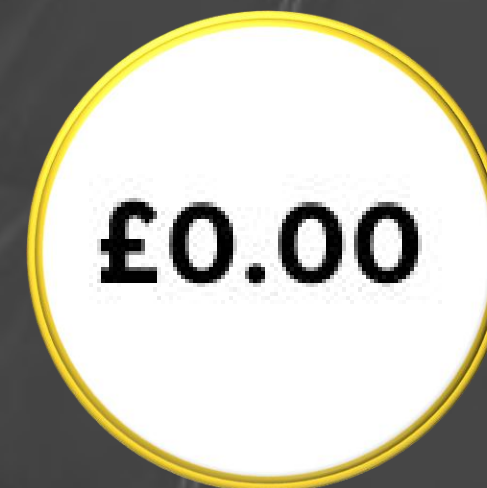
WHY HIRE YOUR SALES DIRECTOR?



The BEST
Sales
Talent!



650+ Years
Collective
Experience



Zero on
Costs



Interim
Solutions



Recruit
Replacement
When Ready

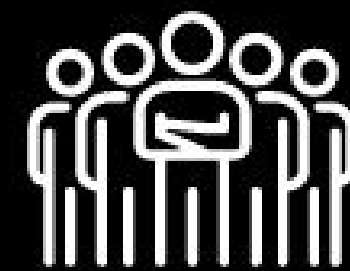
Your Sales Trainer

(YST)

One of the issues with sales training is the "Wham, bam, thank you Mam" phenomenon, where a training company drops into your business, delivers their content and then disappears just as fast with, if you're lucky, a promise of a follow-up call and some additional resources. **There has to be a better way, right?** Your Sales Trainer places a Geek in the heart of your business. They work alongside your team using their experience to train and develop your staff in real-time using real-live deals as growth opportunities. Your Sales Trainer works in the medium term upskilling your whole sales environment before developing an exit strategy that leaves your business enriched with high-quality staff that get results.



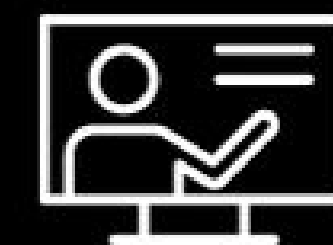
Ideal For Businesses With



Centralised
Sales Function



5+ Members in
the Sales Team



No/New In House
Trainer



Poor Previous
Experience

How Does it Work??



Delivered
inhouse or
Remotely



Geek
Library of
Resources



20+ Years
of Top-
level
Sales
Experience



Over
20,000
'Pupils'
So Far!!

ADDITIONAL BENEFITS



Peer to
Peer
Learning



Micro
Focus on
Your
Business



Invited to
Podcast
Promotion



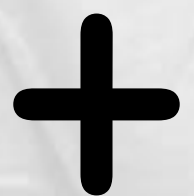
Useable
Individual
/Team
Learning
Plans



Access to
Sales Geek
Network

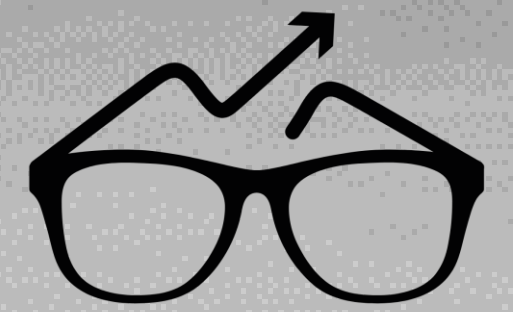


Part of
Sales Geek
Alumni

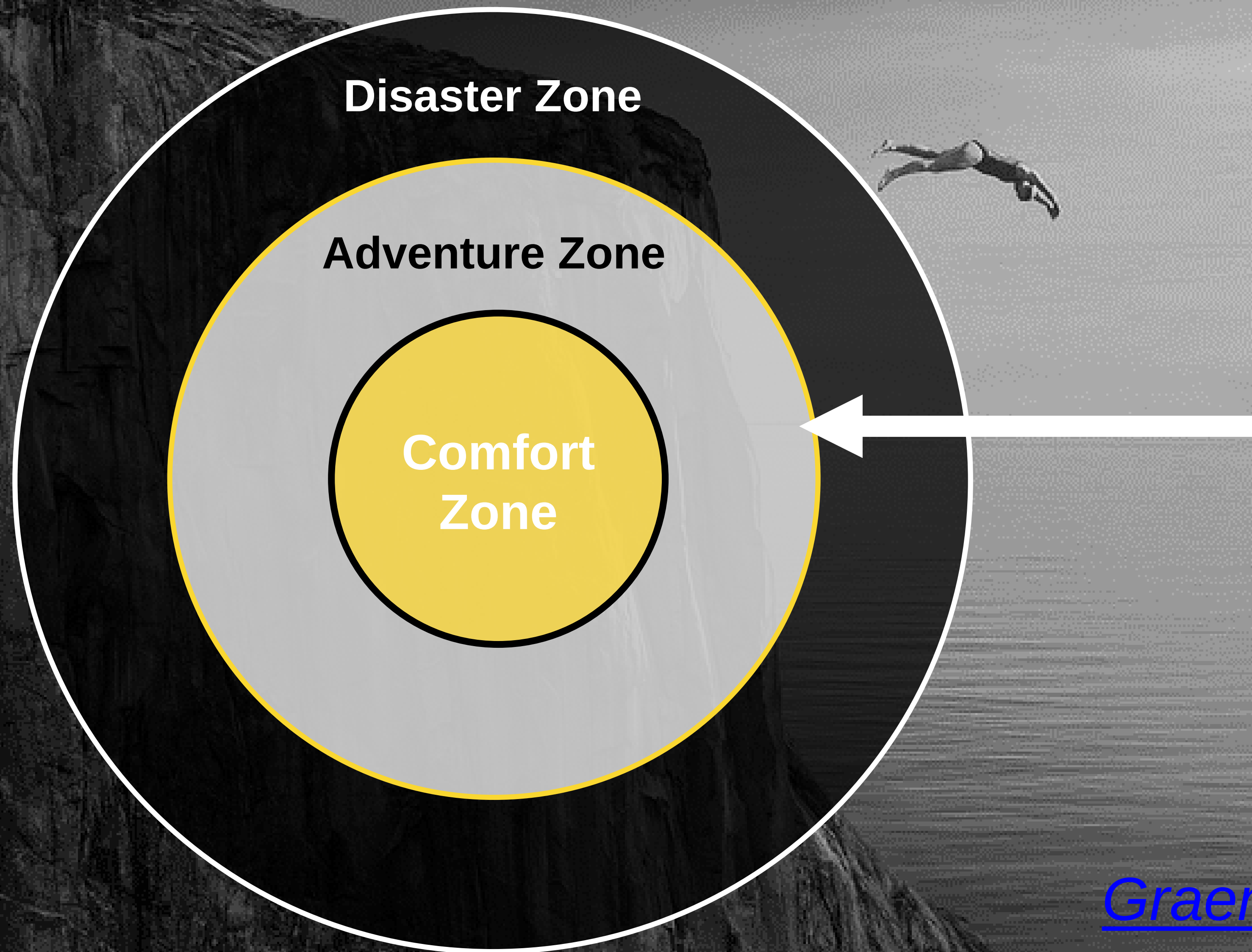


LIVE

Invitation to
Sales Geek
Livestreams



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- Point of maximum learning
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