

# The Banks Growth Challenge

- Only 20% of an RM or Product Sales partner time is spent selling.
- Deals are taking longer to win.
- Sales growth is harder to achieve.
- Client research takes a long time.
- It is harder to find the person with the pain and problem to solve.
- It is difficult to find out who the decision maker is.
- It is hard to know what the next best sales move should be.



# Unlocking CRM Sales Growth for Corporate Financial Services



**T- Target.** Automatically generate a list of ideal clients to target.

**R- Research.** Generate deep insights into target clients.

**A- Approach.** Create personalised and targeted messaging for each client opportunity.

**N- Needs.** Get presented with the best questions to ask to understand client real needs.

**S- Summarise.** Automatically summarise the critical elements to secure deal success.

**F- Finalise.** Auto-generate a compelling three stage pitch draft based on customer pain points.

**O- Obtain.** The decision quickly and avoid deals stuck in 'no decision'.

**R- Realise.** Onboard revenues promptly with smart implementation nudges.

**M- Manage.** Automatically populate Strategic Account Plans with clear next steps.

*Includes automatic completion of Strategic Account Plans to manage & grow existing business more effectively.*

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- AI assisted sales to TRANSFORM Sales Growth
- Grow Existing Business – Account Planning
- Win New Business – Sales Execution
- 5 X ROI
- 10 X Faster
- Increase sales activity from 20% to 50%+
- Arm your people with the knowledge to win faster



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