Realise The Revenue

Sales Growth Program

The TRANSFORM Realise the Revenue Program is a series of dynamic interactive sales workshops spaced out over three distinct days.

The key focus of this workshop is to identify two or three real sales opportunities per course attendee, determine the optimal sales strategy and start executing to progress real business.

The workshop addresses the entire sales cycle, from prospecting to closing deals, as well as overcoming objections and fostering lasting client relationships. With both virtual and classroom options, this program can be tailored to focus on Working Capital, Relationship Management, Payments, or Cash Management, aligning with your organisations objectives.

Driving Deal Performance to New Heights

- Targeting the right clients
- Researching the industry
- Approaching your target customer
- Conduct a needs analysis
- Summarize the situation
- Finalize the pitch
- Obtain the yes
- Realize the revenues
- Manage for growth & referrals

MARKSWAIN

Day one - Targeting and lead generation

Targeting clients effectively and defining your ideal client profile. It includes determination of what events drive a demand for your service. Each course participant agrees on two or three target 'new to business' opportunities to pursue.

Attendees are shown the optimal tools and technologies to use to efficiently research industries and target customers. Prospective client financial supply chain metrics are broken down and real-life case studies are dissected to work out the optimal way to approach clients with insights.

An approach strategy is defined for each target client including what initial materials to approach with. Training is also provided on setting up the first meeting and the WIN meeting tool is used to set-up real life meetings.

Each course attendee undertakes research and analysis on their chosen target clients business, industry and financials.

Day two - Progressing defined opportunities

Course attendees regroup armed with their target lists and client research. We collectively work out and role play how to translate the research into opportunities. There is a strong focus on executing an excellent first meeting and the importance of the multiple levels of needs analysis. We also focus on working capital, payment flows and financial supply chain gaps to accelerate opportunities.

Attendees are then taught how to progress opportunities deeper into the sales cycle. Time is spent on detailing client requirements and how to effectively co-create solutions.

Making impactful presentations that differentiate the salesperson are covered and leveraging neuro science to build trust in the organisation is examined. The importance of managing negotiations and profitability is also covered off as is handling objections to maintain deal progress.

Each course attendee commits to follow up on real new business opportunities with two new key sales behaviours. This ensures the practical course learnings are put into real life deal action.

Day three - Measuring results and overcoming roadblocks

When we get together on day three, we measure and monitor progress of the identified opportunities.

This includes breaking down any challenges or concerns each participant has on learnings to date.

Real life challenges on penetrating new industries and clients are dissected.

This session is all about ensuring commitments that are made are followed up and real business is moving through the pipeline.

Strategies to more effectively onboard business that has been won is covered including a step-by-step overview on smart implementation.

Strategic account management is also covered including how to balance time between existing and new clients.

The ascending transaction model is discussed in detail as is the client 'loss aversion' dilemma. Overall course momentum is measured and preliminary ROI is assessed. A fourth short follow up session may be set-up dependent on overall revenue

This sales growth program consistently delivers a return on investment (ROI) that is typically fivefold or greater for clients.

Real business is progressed and results are methodically tracked at every stage of the TRANSFORM sales process.

"We had Sales Managers from ten MUFG markets trained on the TRANSFORM sales process. With the training, we noticed a change in staff selling behaviours, confidence & results"

BELINDA HAN
Managing Director, MUFG Bank

To find out more about how **'Realise the Revenues'** can **'fast start'** your companies revenue growth goals contact

Mark Swain

mark@markswain.com.au

+61 411421259