

Sales Performance & Growth

Accelerate

a Sales Perfect® programme



Accelerate - Driving Sustainable B2B Revenue Growth

Accelerate is a flexible, modular sales performance programme designed to help established B2B organisations break through revenue plateaus, improve margins and build a scalable sales engine for long-term growth.

Accelerate provides the structure, discipline and external perspective needed to move from inconsistent results to a clear, repeatable and measurable sales system.

What will Accelerate deliver?

- A clear, commercially robust sales strategy aligned to your growth ambitions
- A sharpened value proposition and go-to-market approach
- Improved sales leadership discipline, KPIs and accountability
- A repeatable, CRM-led sales process from lead generation to renewal
- Better pipeline quality, conversion rates and deal velocity
- Practical tools, frameworks and actions that translate immediately into results
- A clear implementation roadmap with measurable outcomes

How the Accelerate programme works

Accelerate can be delivered through one or more of the following options. You can engage with a single element or combine them into a tailored programme.

1. The consultative approach

Best for: Full structural sales transformation, long-term strategic roadmaps, and commercial due diligence.

This approach begins with a comprehensive Sales Health Check across four core pillars, resulting in a bespoke Accelerate Report and a detailed implementation plan.

By clearly identifying gaps, risks and growth opportunities, we help you create a practical, prioritised Sales Plan. You can implement the recommendations internally or engage us to support delivery across the key development areas identified.

The four pillars of the Sales Health Check:

- **Strategy** - Sharpening your value proposition and go-to-market plan to ensure a clear and commercially robust route to market.
- **Sales Leadership** - Building discipline through optimised KPIs, remuneration structures and data-driven AI tools.
- **Process** - Designing a repeatable and measurable CRM-led workflow from lead generation through to renewal, improving conversion rates and speed.
- **Sales Team** - Auditing, training and coaching your team on high-impact skills such as qualification, pitching and margin management.

2. The Accelerate workshop

Best for: Rapid alignment, quick wins and immediate application.

An intensive workshop designed to refresh strategy, execution and focus, delivering clarity and momentum fast.

Workshop focus areas include:

- **Strategic Reset** - Refining your Ideal Customer Profile using trigger events and repositioning your value proposition from features to problem-solving.
- **Pipeline Engineering** - Structuring your B2B sales cycle across Prospecting, Discovery, Demonstration and Closing.

- **Tech & Prospecting** - Leveraging CRM and AI tools, and strengthening social selling using the 3x3 Rule – three points of personalisation in three minutes.
- **Closing & Mutual Action Plans** - Turning prospects into partners through MAPs, and handling objections using LAER and Feel-Felt-Found frameworks.
- **The 30-Day Sprint** - Leaving with three clear actions to implement immediately on Monday morning.

You choose the level of engagement.

The two paths can be combined to support rapid acceleration followed by structured implementation.

Who the Accelerate programme is for

Designed for business owners, managing directors and sales leaders of established B2B SMEs. Ideal for organisations facing revenue plateaus, margin pressure or preparing for future exit.

A practical, outcome-focused programme that builds a disciplined, scalable sales engine.

Programme leadership

Simon Blackburn – Group Perfect® Associate Director

Simon brings over 30 years' experience across business supplies, IT and learning technologies. He blends proven sales fundamentals with modern digital techniques and AI-driven insight to deliver practical, hands-on support.

His engaging, energetic style enables him to quickly understand complex commercial challenges and help businesses implement meaningful sales improvement.

Client Feedback

"I found Simon to be inspirational in the presentation of sales and account management models... He is engaging, a true professional and good company. His grasp of complex business deals is awe inspiring! I would wholeheartedly recommend anyone to work with Simon."

Simon Derry - Project Leaders International Ltd.

"We have implemented many of the report recommendations and have already seen a noticeable uplift in our sales"

CEO – Coaching service business

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Next steps

If you're unsure which approach is right for your business, you can start with a free, no-obligation conversation with us:

Call: 0845 6000 281

Email: enquiries@salesperfect.co.uk

We'll listen to your situation, offer practical guidance, and connect you with the most appropriate support – whether that's **Accelerate** or another relevant Sales Perfect® programme.