

Sales Performance & Growth

Boost

a Sales Perfect® programme



Boost - Fast-track Sales Transformation

Boost is a tailor-made sales transformation programme designed for businesses looking to quickly transform their B2B or B2C sales teams, delivering meaningful and immediate change.

Time for a Boost? Are you getting the best out of your sales teams and maximising the investment you've made in them? Perhaps you think they should be doing better but can't quite put your finger on why they aren't.

What will Boost deliver?

- A fast-track to reverse sales decline
- An energised programme to support sales turnaround built around 30, 60 and 90-day programmes
- Clarity of goals and objectives that deliver results
- A hands-on managed process of impactful actions and positive behavioural change
- Deep real-world experience, providing practical right-sized solutions that work for your team
- Flexible initial and on-going engagement options based on your budget and needs

Who Boost is for

Boost has been designed for business owners, MDs and CEOs looking to transform their sales functions in both B2B and B2C markets. Boost will work with sales people at all end of the organisational structure to effect meaningful change quickly.

How the Boost programme works

The Boost programme is based on the four key Sales Perfect pillars of tailored support.

- **Workshops**

Impactful training workshops focused on delivery of sales success – sales, management and leadership

- **Consultancy & Advice**

How did we get here? A deep understanding of your sales performance issues and challenges, history and people

A clear and deliverable 30,60,90-day roadmap to achieve sales turnaround that underpins on-going progressive performance

- **Coaching & Mentoring**

In groups or 1:1, tailored coaching sessions that get to the heart of individual performance improvement

- **Specialist / Fractional Support**

On-going support, occasional days or a more 'hands-on' service from a sales turnaround expert

You choose the level of engagement

Begin with achievable goals, execute the 30,60, 90-day plan, reduce or expand assistance as your requirement changes.

The Boost framework

The Boost framework has been designed to action the core components of high functioning sales teams.

B - Bold Leadership – mission, motivational leadership, effective strategies, deliverable goals and objectives

O - Operational Capability – a sales recovery and improvement plan that is tailored to your business, your team and your individuals

O - Own Your Culture – and drive performance-focused change

S - Strong Support – focus all support functions and efforts around sales results objectives; processes, enablement, MI, data, systems, collateral

T - Together Always – aligning your sales and functional behaviours around a 'customer first' approach

Programme Leadership

Ed North – Group Perfect® Associate Director

Ed is an experienced sales and commercial leader, having led transformational, build and turnaround programmes in PE backed technology and telecoms organisations. He's passionate about building the right culture for success and believes that most great outcomes stem from having highly motivated and engaged people. Ed's background includes managing £100m+ revenue targets, leading 100+ FTE teams, strategic product launches, supplier & cost management, price book optimisation, board and investor engagement.

Feedback

“an exceptional sales leader”, “a master builder of sales teams, and immensely wise on all sales topics”, “methodical, precise and highly effective”, “effects dynamic change and is highly effective”, “achieves with strong direct and matrix leadership”

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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 **Boost** or another relevant Sales Perfect® programme.