

Sales Performance & Growth

 **Ignite**
a Sales Perfect® programme



Ignite - New business generation programme: A blueprint for sustainable growth

Ignite is a focused, modular new business generation programme designed to help organisations build a consistent, scalable approach to winning new clients.

The programme equips sales leaders and teams with the strategy, discipline and practical skills required to move from reactive selling to a confident, proactive new business engine – driving sustainable revenue growth and market expansion.

Ignite provides the clarity, structure and momentum needed to identify high-potential prospects, engage them effectively and convert opportunities into long-term, high-value customers.

What will Ignite deliver?

- A clear and commercially grounded new business strategy
- Defined disciplines for prospecting, qualification and pipeline management
- Stronger conversion through improved engagement, pitching and negotiation
- Greater confidence and consistency across new business activity
- Measurable improvement in pipeline quality, deal velocity and win rates
- A robust foundation for predictable future growth

How the Ignite programme works

Ignite can be delivered through one or more elements, allowing organisations to engage at the level that best suits their current maturity, ambition and resource.

You can start with strategic consultancy, focus on targeted training workshops, or combine elements into a tailored programme supported by coaching and ongoing optimisation.

The programme is built around four core pillars.

1. Strategic Foundation

Consultancy-led. Defining the focus and direction for new business growth

- Defining the New Business Mandate: Aligning new business goals with overall company objectives.
- Proposition and proposition matching
- Setting SMART New Business Targets: Establishing clear, measurable, achievable, relevant, and time-bound goals for lead generation, pipeline value, and conversion rates.
- Developing a Unique New Business Value Proposition: Articulating why new customers should choose your solution over alternatives.
- Ideal Customer Profiling (ICP)
- Identifying High-Fit clients: Techniques for defining your Ideal Customer Profile (ICP) based on profitability, strategic fit, and lifetime value.

2. Opportunity Qualification & Pipeline Building

Training workshop. Creating discipline, visibility and momentum

- Qualification Frameworks: Pipeline stage management, conversion ratios
- Value Proposition: understanding your customer value proposition
- The Rolling Pipeline: Strategies for maintaining a healthy mix of early-stage and late-stage opportunities to ensure consistent future revenue.
- Effective CRM Utilisation for New Business: Optimising CRM for pipeline visualisation, tracking, and forecasting new business opportunities.

3. Prospecting, Engagement and Pitching

Modular training workshops. Turning interest into opportunity

- Commercial Intelligence – ‘I Know’ not ‘I Think’: pre-engagement preparation
- Effective Cold Calling & Voicemails: Techniques for initiating conversations, handling gatekeepers, and leaving impactful voicemails that prompt callbacks.
- AI and new business - technology and the changing face of new business generation
- Elevator pitch – first impressions count
- Discovery and re-discovery
- Objection handling
- Personal Proposition: Why you?
- The Three Yes’s : building rapport & trust quickly
- Crafting & Delivering Winning New Business Pitches & Proposals
- Structuring Value-Based Presentations
- BE A VVIP – Impactful presentation skills
- PEPSI-CO: demonstrating tangible ROI
- Effective Negotiation: Skills for maintaining value, navigating pricing discussions, and securing mutually beneficial agreements.
- Driving Commitment & Close: Techniques for guiding prospects to a confident decision and closing new deals efficiently.

4. Optimisation, Sustained Performance & Ongoing Support

Optional consultancy and coaching. Embedding learning and maintaining momentum

- Performance Monitoring & Continuous Improvement - Key Performance Indicators (KPIs) for New Business: tracking and reviewing metrics for prospecting activity, conversion rates, pipeline velocity, and new revenue, ensuring new business objectives are kept on track.
- Sales Coaching & Deal Reviews: one-on-one and team coaching sessions to provide feedback, strategise on complex deals, and reinforce best practices.
- Gathering & Leveraging Testimonials: strategies for obtaining powerful case

studies and testimonials from early new business wins to fuel future prospecting.

- Internal Feedback Loop: establishing processes for sales to learn from customer success to continuously refine the new business approach.
- Developing a New Business Playbook: documenting and share successful strategies, scripts, and processes for ongoing team reference and new hire onboarding

Who the Accelerate programme is for

Designed for business owners, sales leaders, sales managers, business development representatives and account executives who are focused on winning new clients and building a sustainable new business pipeline.

Ignite is particularly suited to organisations looking to professionalise their approach to new business, improve consistency and reduce reliance on ad-hoc or reactive selling.

Programme leadership

Gary Naphtali – Group Perfect® Director

Gary is a highly experienced sales and leadership executive with a strong track record of driving new business growth and developing high-performing sales teams across regional, national and international markets.

He combines commercial rigour with a practical, people-centred approach, helping teams create clarity, confidence and momentum in their new business activity.

Client Feedback

“His training is second to none, he has the whole room engaged with his every word, he certainly motivates people to aspire for bigger things, to continue to learn and grow themselves. He involves everyone in the room and makes everyone feel part of the training without making people feel uncomfortable.”

“I’ve attended a number of sales training sessions, and none have delivered immediate results quite like I’ve seen after Gary’s”

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