



Sales Performance & Growth

 **Optimise**
a Sales Perfect® programme

Optimise - Accelerating growth from within

Optimise is designed for internal sales teams seeking to significantly boost their sales performance, improve conversion rates and retentions, enhance customer satisfaction, and drive wealth creation.

Recognising the unique dynamics of inside sales, this program integrates strategic mindset shifts with practical skill-building across foundational and sales competencies. It aims to transform internal sales representatives into highly effective, self-motivated, and customer-centric professionals who consistently exceed targets.

Optimise has a goal - empower internal sales and sales support teams with the essential strategies, proven techniques, and a resilient mindset required to optimise their sales processes, engage customers and prospects more effectively, and consistently drive opportunities and higher revenue for the organisation.

What will Optimise deliver?

- Improve confidence, motivation and self-belief
- Clarity and setting of goals and objectives that deliver results
- Maximise existing customer retention
- Unlock customer development potential
- Identify new business opportunities

Who Optimise is for

Internal Sales Representatives, Sales Development Representatives (SDRs), Business Development Representatives (BDRs), Inside Sales Managers, Customer Service Representatives (CSRs), Customer Services Managers, Retention Managers

The Optimise framework

The Optimise program is based on the four key Sales Perfect pillars of tailored support.

Training 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 internal sales needs and potential

A clear and deliverable action plan to achieve consistent sales growth

Coaching & Mentoring

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

Specialist Support

On-going support, occasional days or a more 'hands-on' service from a Sales Perfect internal sales expert.

You choose the level of engagement. Begin with achievable goals, execute the plan, reduce or expand assistance as your requirement changes.

What's available in the Optimise programme

Optimise is a modular program which is tailored to you. Our expert will recommend what we believe you need. You choose and we deliver.

Strategic Foundations

- Setting SMART goals that work for you
- Proposition – what is it you actually sell?

- Decision makers and decision influencers
- Customer profiling – what do you know and what is it telling you?
- Positioning your company effectively
- Unique differentiators

Sales Execution & Messaging

- Effective lead generation – now what?
- Articulation – crafting impactful messages for calls, emails and presentations
- Impactful and effective communication skills
- Active listening and strategic questioning
- Value proposition – tailoring the message to resonate with individual customers
- Solution-oriented dialogue – framing conversations around customer problems
- Objection handling
- Negotiation fundamentals
- Ask for the order – closing techniques
- Using case studies for impact

Performance & Mindset

- Take away the fear: resilience and rejection management
- Listening skills – two ears, one mouth
- Time and energy management – and how to make it a habit
- Self-analysis and call reviews

Process, Structure & Systems

- The Internal Sales Funnel – stages, metrics and conversions
- Pipeline management and forecasting
- CRM as a strategic tool – maximising your CRM
- Automating routine tasks – leveraging technology to free up proactive time
- Effective internal communication – alignment across your business
- CI and process review for all customer interface activities
- How to achieve a “joined-up company” approach

Invest in your internal sales team to unlock their full potential, strengthen positioning and unique differentiators, review customer interface processes, and create a joined-up company approach that drives sustainable sales growth.

Programme Leadership

Lynne Landais - Group Perfect® Associate Director

Lynne Landais has a passion for delivering the very best in terms of service and satisfaction to internal and external customers. "I believe that the way to achieve this is through strong leadership, training, coaching and communication with colleagues and staff."

Highly tenacious with energy and enthusiasm to take on all challenges with a determination to overcome all and any barriers.

A proven track record of increasing revenue in a diverse range of market sectors and company structures. These range from the small consultancy, startup businesses, the medium sized and small businesses, through to large corporates and multi nationals offering products and services in the private and public sectors, as well as education.

Client Feedback

"Lynne has a deep understanding and large experience of customer service and handles difficult situations sensitively and empathetically. She is an inspirational team leader of absolute integrity and extremely diligent and hard-working professional."

Alex George Kyriakou

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