



# ***REVENUE GROWTH BLUEPRINT***

## ***WORKBOOK***





# ***REVENUE GROWTH BLUEPRINT***

## **CONTENTS**

Accountability .....	04
Opportunity Creation .....	12
Opportunity Capture .....	18

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# REVENUE GROWTH BLUEPRINT

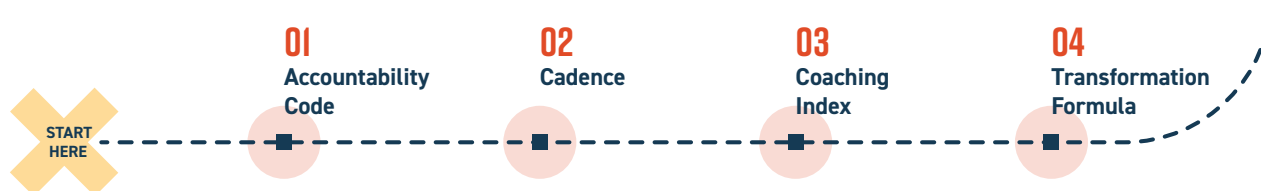


Sales Managers and leaders don't miss their goals for lack of effort. You may be pushing your hours, but not seeing results improve. If you keep doing it or pushing your team that way, burnout can drain both your energy and optimism. You may have tried training but found that the training didn't stick or change your results, as your team went back to the way they've always done things. Sure, a modern sales approach is critical, but this by itself isn't enough to ensure growth. What's missing?

Repeatedly, organizations who excel in 3 areas can and do consistently hit aggressive sales targets, and sales forces lacking in these areas miss their targets. Whether you're missing elements in 1, 2, or all 3 areas, these core mechanics are fixable.

This workbook and the Revenue Growth Blueprint are not only going to show you these three critical outcomes, but also how you can fix and improve them.

**Let's get started.**



## 01

## The Accountability Code

Have you ever been struck by the realization that if your sales force would only do what they needed to do each day, they would improve their results and reach their goals? Have you ever asked about new opportunities only to be provided a list of stale deals that should have been removed from your CRM months ago?

One of the worst mistakes I made as a young leader was to offer high compensation to avoid having to actually lead. It didn't take me long to figure out that no matter how much experience they had, they never succeeded without accountability.

**List three outcomes you need your team to be accountable for creating.**

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One element of a positive culture of accountability is that you must provide psychological safety. List two ways you can create a positive culture that ensures your sales force is supported and valued.

## 02

## Cadence

You know how disappointing it is to get to the end of a month or a quarter where you missed your goals, even though you believed you had enough opportunities in your pipeline, and that enough were tracking to allow you to reach your goals?

How to prevent being surprised is to build a cadence that ensures you are tracking towards your goals, and course correcting while there is still time to meet them.

Create a calendar with the meetings you need to have **weekly**.

## Meeting Agenda

## Date

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Create a calendar with the meetings you need to have *monthly*.

Meeting Agenda

Date

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## 03

## Coaching Index

One of the most frustrating experiences you can have as a sales manager is wanting something for a member of your team, recognizing their potential, and watching them fail to produce the results they're capable of generating. The key

to improving your team's competencies is found in coaching them based on a competency model that helps you develop your sales force.

**Looking at the Revenue Growth Blueprint, choose three competencies you can coach your sales force on to improve their results.**

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## 04

## Transformation Formula

The reason you might have been let down by training is that it isn't designed to transform the sales force. Training is a way to provide knowledge and, when done well, new competencies. The motivational speaker might fire them

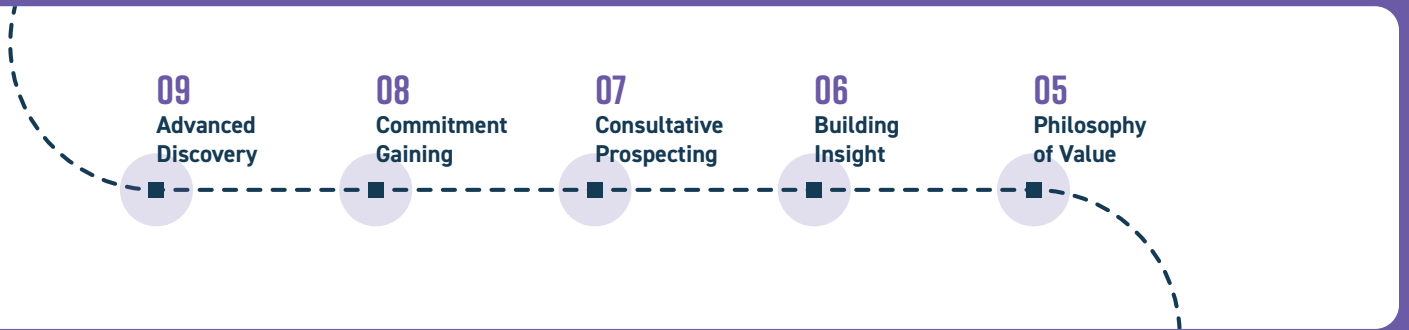
up, but that change will last less than a few days. If your sales force goes back to doing what they have always done, it's because only transformation can provide real change.

**List two new beliefs and the actions those two beliefs support.**

**Belief**

**Action**

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# OPPORTUNITY CREATION

Missed goals and anemic growth numbers create greater stress, leading to the tension that can turn a positive environment into one that feels negative, making it even more challenging to reach your goals. You are more likely to miss your goals from a lack of opportunities than your win rate. The primacy of opportunity cannot be ignored.

# Philosophy of Value

## Building Insights

# Consultative Prospecting

Have you ever demanded your team make more calls and schedule more meetings, only to have them double their effort without improving their results? When this is true, it's because more poor activity is not capable of improving results. Instead, you must improve their effectiveness and ensure your sales force prospects every day.

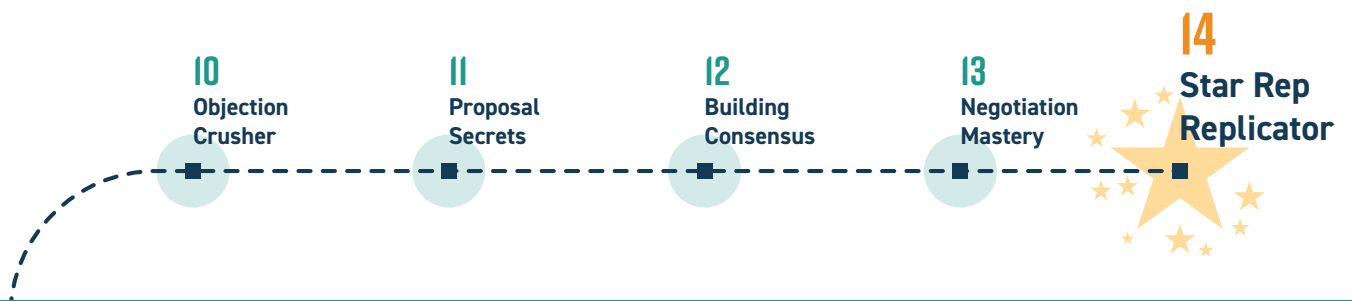
The rule we prescribe here is called The Trading Value Rule, with the salesperson promising to give their prospect a meeting where they will learn something valuable to them, even if there are no next steps.

What value can your sales force promise that will cause your client to believe they should have to pay for the meeting?

## Commitment Gaining



## Advanced Discovery



# OPPORTUNITY CAPTURE

The opportunities in your CRM that died an early death are expensive. You have invested the salesperson's time and energy only to end up producing no revenue. Improving the productivity of the sales force requires that they improve their effectiveness in winning deals, improving their win rates, and eliminating lost deals that might have been won, had they been more effective at capturing opportunities.

## 10 Objection Crusher

When your salesperson complains to you about the objections they receive from their prospective clients, know that it isn't likely an objection. Because of the uncertainty in our environment, they probably heard a concern. Very few salespeople know to look past the language the client used and the concern they are struggling to say out loud.

List two real concerns that your prospective clients routinely struggle to resolve and what your team should do to help their prospects move forward with confidence.

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## II Proposal Secrets

Think about the last two or three proposal meetings where you joined a salesperson. Let me see if I can tell you what happened. Your salesperson showed up with a very large slide deck and walked their prospective client through 104 reasons they should buy your solution from your company. Your salesperson is indistinguishable from your competition, except for your logos.

The first step in an effective proposal and presentation answers the question, “why change?”

**How can your sales force answer the reason the client is changing, reminding them of what’s at stake, and positioning your company and your approach as the best potential partner?**

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## 12

# Building Consensus

How heartbreaking is it when your salesperson reports that their giant prospective client has said “we decided to go another way.” Your salesperson had two contacts, and can’t answer the question “who made up the we?” Not knowing who is going to weigh in on any decision is a fast end to a deal.

**Ask your team to tell you how many stakeholders they have on each of their opportunities. Also ask for their titles. Doing this exercise will provide you with an idea about who might be required on existing and future opportunities.**

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## 13

# Negotiation Mastery

You may not know that your sales force rarely negotiates with your clients. Instead, when asked for a lower price or some other concession, they tell their client they will meet with you to “see what we can do.” The prospective client knows they are getting a lower price. You want your team to negotiate, so give them a way to do so.

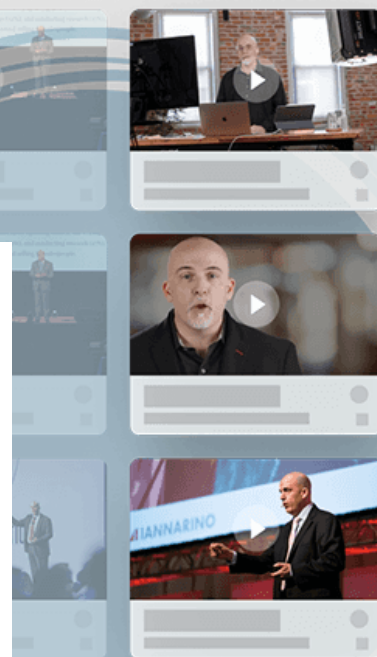
**List two things your salesperson can ask for when the client asks for a lower price.**

Would you like some help with this? My team has worked with some of the largest and most well-recognized sales organizations, like SAP and NASDAQ, and some not as well-known companies who we have helped grow their revenue.

. What if we could help you to take months or years off hitting your sales targets? Let me show you how.

- First book your Sales Strategy Session, where we will identify your obstacles and sales blockers.
- In your second strategy session, we'll customize a development path for your team with milestones and a trial for sales managers and key stakeholders.
- In your first 30 days, you will see your sales force gain both confidence and competence. At sixty days, you will see an increase in new opportunities.
- In 2 to 3 quarters, you will validate revenue growth and be on the path, to hitting aggressive sales targets.

Schedule your strategy session here: [Thesalesblog.com/solve-for-sales](https://thesalesblog.com/solve-for-sales)



# Thank You!

## Connect with Anthony

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## Books by Anthony

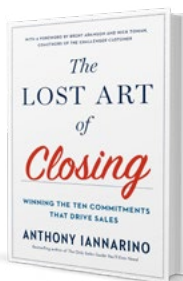
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