

 IANNARINO

REVENUE GROWTH BLUEPRINT

WORKBOOK



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REVENUE GROWTH BLUEPRINT

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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.

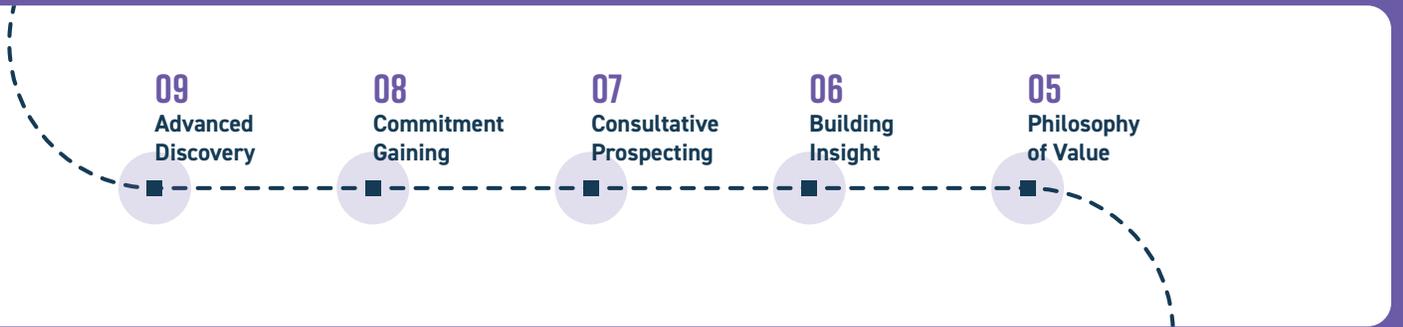
This workbook and the Revenue Growth Blueprint are not only going to show you these three critical outcomes, but also how you can fix and improve them.

Let's get started.



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.

A large grid of dots for writing notes, consisting of 18 columns and 18 rows of small grey dots.



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.

06

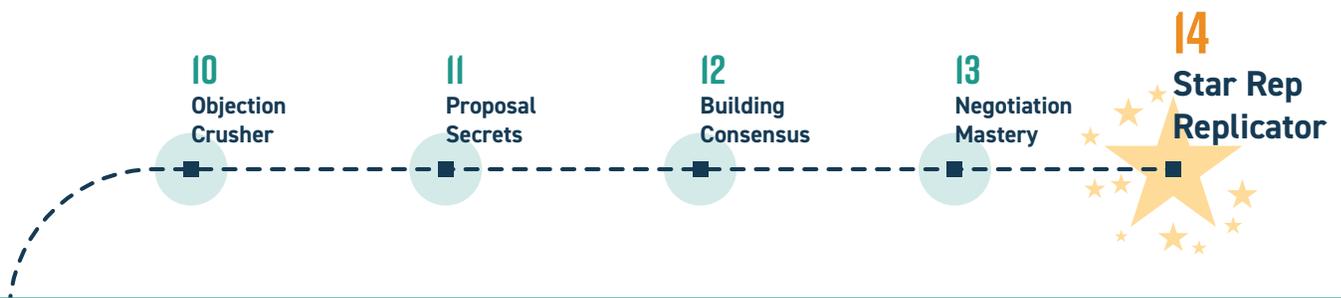
Building Insights

You might look at your sales team's opportunities, proud of the number and the revenue potential that is more than you believe you need to reach your goals, only to have to watch most of these deals disappear over time, as the prospective clients disengage, ghosting their rep.

The reason your prospects disengage is because the salesperson knows less than the client, having no real insights that might help the client understand why they should change and the implications of the status quo. A lack of hard-hitting insights means your approach will not be valuable enough to create or win opportunities.

What insights can your sales force share with their clients that will position them as the right people from whom to acquire advice and recommendations?

A large grid of dotted lines for taking notes, consisting of 10 columns and 15 rows.



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.

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?

12 Building Consensus

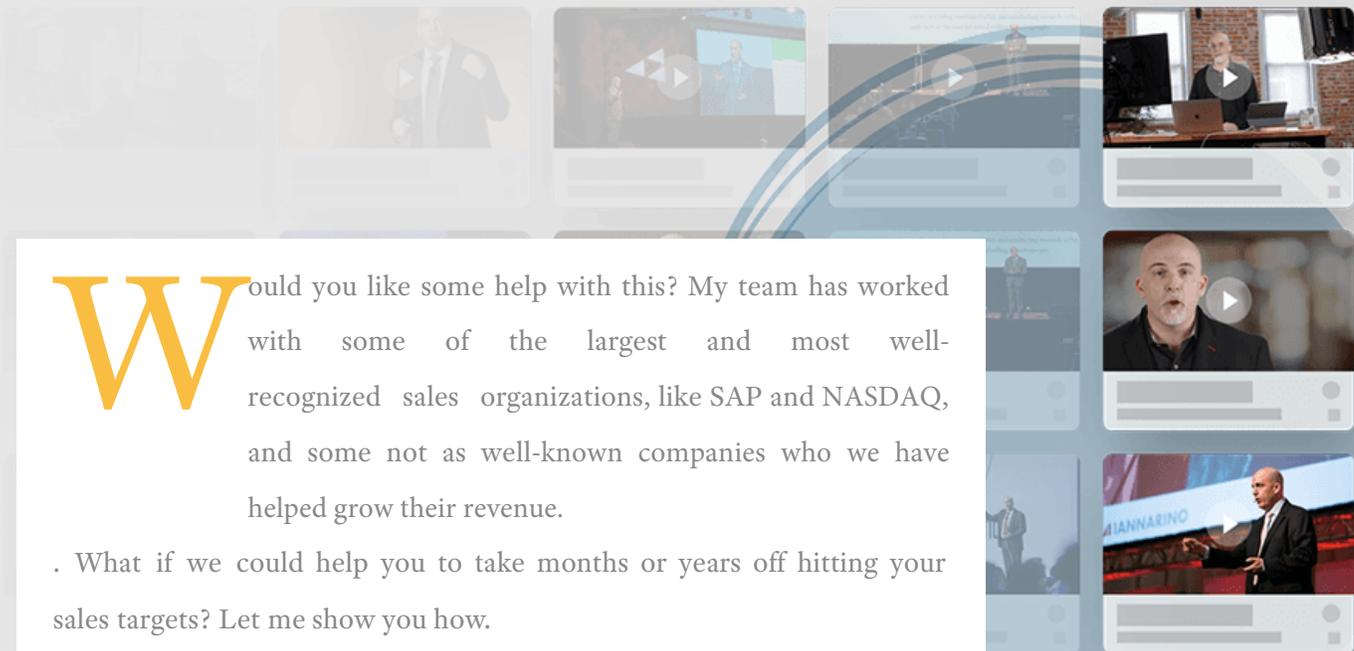
How heartbreaking is it when your salesperson reports that their giant prospective client has said “we decided to go another way.” Your salesperson had two contacts, and can’t answer the question “who made up the we?” Not knowing who is going to weigh in on any decision is a fast end to a deal.

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.

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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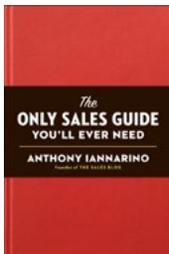


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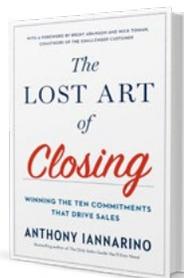
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