

Helping your business grow sales



# Sales Transformation Programme



**This transformation programme is ideal for businesses :**

- Who need a freshened up and re-energised strategic approach to sales in order to make the next big step forward.
- Who need a shake up of their day to day sales activity in terms of ideas, drive, use of resources and the customer experience.
- Who want the benefit of the input of someone with high level sales experience and expertise without a significant overhead or long term commitment.

## Step One : Where are you now?

Sales revenues - by product / service

Best sellers

Declining sellers

Highest margins

Sales activity and processes including data analysis

Buyer persona

Customer segments and spend patterns - top 10/20/50

Customer experience

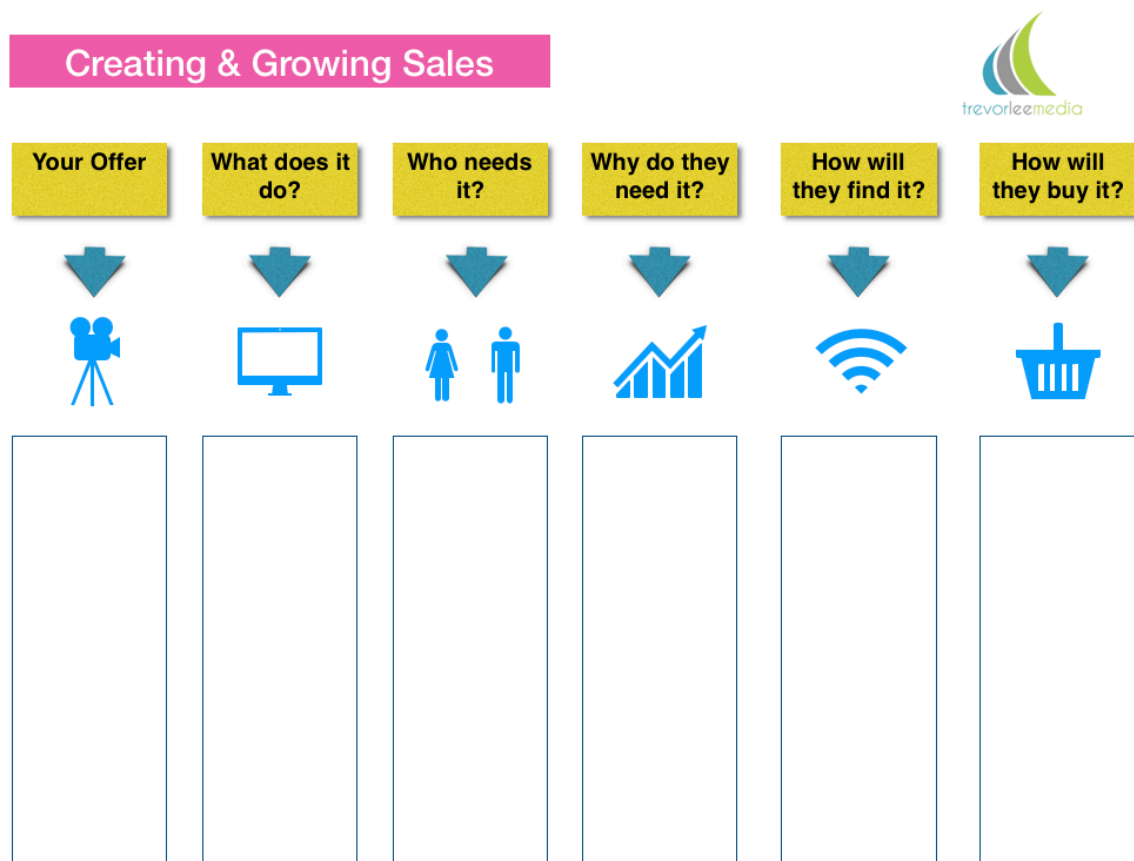
Why buy from you

How to buy from you

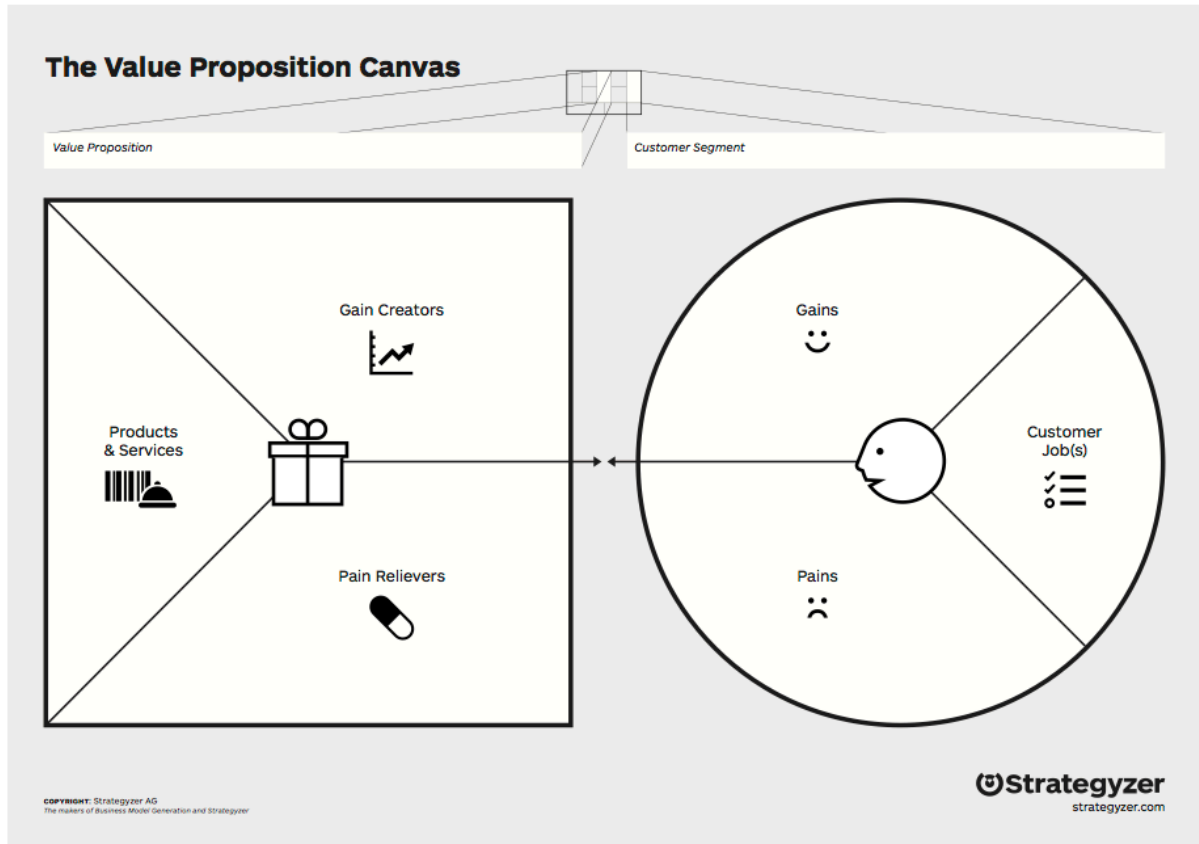
Barriers to sales

Marketing activity

Market Trends / Competition



Is there a fit between what you are offering and what customers need?



**Step Two : Where do you want to be and how will you get there?**

**Business Objectives and Timescale:**

Revenues

Customer data forecast by segment / size

Top 10/20/50 existing customer individual growth

New customer acquisition

Product / Service offerings

New products / services

New market entry for existing products / services

## Ansoff Matrix

	<b>Established Products</b>	<b>New Products</b>
<b>Established Markets</b>	Market Penetration	Product Development
<b>New Markets</b>	Market Extension	Diversification

Sales focus and activity

Sales resources / development / leadership

Sales strategy and plan

### Sales Transformation Grid



<p><b>REDUCE</b></p>	<p><b>INCREASE</b></p>
<p><b>ELIMINATE</b></p>	<p><b>CREATE</b></p>

### Step Three : Implementation

Product / Service offering

Who's doing what

Timescale


Priorities










Training / Development

Technology

Process changes

Marketing changes



Sales Transformation Implementation					
Offering	Processes	Priorities	Technology	Training	Marketing
					
Delivery		Costs	Timescale		
					

### Step Four : Six week review

What's happened? What's worked / not worked? What needs tweaking?

## So why hire Trevor Lee?

**1. Experience & Expertise** - I have over 30 years of senior sales & business experience at director level including running my own business for the last six years during which I have helped a variety of companies grow sales.

**2. Ideas & Enthusiasm** - I will bring to your business via the transformation programme an entrepreneurial mindset, creativity, insight, business sense, imagination, enthusiasm, clear thinking and excellent communication skills.

**3. Interactive Style** - I aim to make all my programmes a fun yet challenging experience. They are highly interactive in order to ensure everyone remains engaged throughout.

**4. Flexibility** - The programme is flexible - it can be carried out in whole or half days.

**5. Follow Up** - The programme builds in a six week review following the final session.

**6. You get me...** - If you hire Trevor Lee Media to deliver this sales transformation programme then it's me, Trevor Lee, that delivers it for you and your team.



Prior to setting up Trevor Lee Media I held various senior positions during a 29 year career with the regional media arm of the DMGT group including Commercial Director, Sales Director and Managing Director.

**Your investment** - The fee for this programme includes the following:

The equivalent of 1.5 days for each of the three programmes parts, a two hour six week follow up review, all preparation works and materials and all travel within a 50 mile radius of TR1 2DH.\*

Step One :	£770 +vat
Step Two :	£770 +vat
Step Three :	£770 +vat
Six Week review	£0 +vat (* mileage beyond this charged at 45p per mile +vat)

## What to do next :

Give me, Trevor Lee, a call on 07785 390717 or email me via [trevor@trevorleemedia.co.uk](mailto:trevor@trevorleemedia.co.uk) and we can have a conversation about how a sales transformation programme can help your business make the next big step.

