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**SALES BUILDERS TEXAS**  
Growth Solutions for Success



**SALES  
XCELERATION®**



Many business owners struggle with how to grow sales. We have helped thousands of companies across North America drive their sales to the next level. Sales Xceleration is the world's largest Outsourced Sales VP company and we walk alongside Business Owners to get sales back on track. Our process is simple. We build a path to increased sales by doing the following:

- ▶ Creating a Sales Plan
- ▶ Finding their Best Customers
- ▶ Growing their Sales

### We typically serve clients with:

- ▶ Annual sales revenue between \$5M and \$50M.
- ▶ A business-to-business focus with a sales cycle of 3+ months.
- ▶ An Owner/CEO directly (but typically not very effectively) leading the sales effort.
- ▶ An Owner whose skills/talents do not lie in sales.
- ▶ An ineffective or reactive sales effort - clients are typically finding them.
- ▶ Stagnating or declining sales.
- ▶ Companies growing too fast that do not have the right tools or people in place.

### Problems our Clients are facing:

- ✓ "We have no formal sales process."
- ✓ "I am doing too many things and none of them well enough."
- ✓ "What we did in the past is no longer working."
- ✓ "I feel trapped in the business."
- ✓ "We lost a big customer - now what?"
- ✓ "Inability to find the 'right' salesperson for my company, industry and products."
- ✓ "Not sure where to start - I don't know what I don't know."
- ✓ "Inability to take sales 'to the next level.'"



### Services We Provide to Fill a Business Owner's Needs:

- ▶ **On-Site Sales Discovery:** Provides an evaluation of a company's ability to meet sales objectives by evaluating the key success drivers: Sales Strategy, Sales Methodology, Performance Management and Sales Organization.
- ▶ **Genesis Sales Plan:** A comprehensive plan that provides a detailed sales business plan, the hiring of appropriate salespeople, along with building an appropriate sales infrastructure that leads to the effective management of the sales team.
- ▶ **Outsourced Vice President of Sales:** Business Owners need to run their business, so we step in and run their sales team. An Outsourced VP of Sales implements the sales plan by taking on all the aspects involved with building the sales infrastructure and leading the sales team.
- ▶ **Genesis+®:** A powerful 16-week sales training and certification program that prepares a company for rapid sales growth by first implementing the full suite of Sales Xceleration's Genesis Sales Plan (sales strategy, process, management, hiring) with the addition of expert sales leadership training.
- ▶ **Investment Sales Analysis®:** Provides an in-depth due diligence analysis of sales to help Business Owners or investors make profit-aligned decisions when buying or selling a company. Clients gain key insights concerning the true state of a company's sales infrastructure, resources and how capable it is to grow at the desired pace.
- ▶ **Amplify Sales Recruiting:** We source sales experts by leveraging a team of veterans dedicated to you. Working with a Sales Recruiter to build a candidate profile, with the advice of your Outsourced VP of Sales, will ensure we find the best candidate for your role.
- ▶ **Certified Sales Leader (CSL) Training®:** Sales leadership training focused on expanding sales leadership skills, building proven sales processes, and utilizing specific tools to consistently drive revenue via a curriculum centered on the 16 fundamental components necessary to build and manage high-performing sales teams. Available in both a 1:1 or classroom setting.
- ▶ **Value Proposition:** Two half-day workshops conducted to help your leadership team (1) create clear messaging so your company stands out to the right customers, and (2) develop a focused and concise statement of how your products or services solve a customer's problem.