



Sterling Results

Transforming Your Business

Director : **Sonia Wray**
Sonia @sterlingresults.com.au
+61 409004408

sterlingresults.com.au



HOW CAN STERLING RESULTS HELP IMPROVE YOUR SALES?



Top 5 Questions Sales Directors ask ..

- How can we improve our win rate?
- How can we increase our customer base?
- How do we increase business within the install base ?
- Are we writing compelling bids?
- Do I have the right team in place for growth?

Your Questions ???





Sterling Results can help in three focus areas

- Strategic Sales Transformation
- Sales development and coaching
- Bid and Proposal writing



Transforming your Business

- Do you know how your business will grow in the next 12-36 months
 - Is your Business Strategy driving increased Revenue and Business Outcomes?
 - Do you understand your offerings ?
 - Is your service offering aligned with your Vision ?
 - Do you understand how and why customers buy from you ?
 - Is your Sales Team energised to make a difference ?
 - Do you deliver high client satisfaction?
 - Can you manage your client relationships to maximize repeat business?
 - Are you focussing on the right Customers?
 - Can you prepare consistent winning Submissions ?



What do we offer ?

➤ 4 stage offering

- Define the Vision
- Review current situation
- Align business with the Vision
- Implement the change

➤ Imperative

- Executive must be involved
- Open and communication and feedback
- No judgements





Sales Development and Coaching

Top 5 questions

- How can we improve our win rate?
- How can we increase our customer base?
- How do we increase business within the install base ?
- Are we writing compelling bids?
- Do I have the right team in place for growth?





Sales Development and Coaching

To determine what is right for you, we customise a course, based on your exact requirements .

Why will we make a difference? We consider the following:

- Your industry and your opportunities
- Your staff background and experience
- Your corporate culture
- Your timeframe and budget





What do we offer?

Recommend a 2 hour workshop with the executive covering:

- Understanding your Business and the Journey you are on
- Understand your people, culture and experience
- Set clear goals and outcome expectations
- Identify budget and timeframe
- START



“The Art of Messaging”

Bid Proposal Writing

Winning Proposals is NOT just about responding to the stated RFT requirements

Can the sales team answer these questions?

- What are **Defined Customer Objectives**
- List the **Win Themes**
- What is the customers **Compelling Event** to buy
- Have you drafted a **Customer-focussed value proposition**
- What **Benefits** will the customer will gain
- Have we **Demonstrating our Capability**
- Have we **Minimised** Ours and the Customers **Risk**
- What are the **Proof points**

Is you Sales team writing Winning Proposals?

What do we offer?

- Proposal Training
 - ½ day seminar for Bid Team on Writing Proposals
- Four Stage Bid Support
 - Week 1: Kick off , Compelling event
 - Week 2: Win themes, Hot buttons
 - Week 3: Proposal layout and design
 - Week 4: Red review (phase 1 and 2)
- After Bid Support –
 - Presentation preparation and review





Sterling Results

Transforming Your Business

Director : **Sonia Wray**
Sonia @sterlingresults.com.au
+61 409004408

sterlingresults.com.au