



# SALESLEVERS

## New Customer Acquisition

### Why?

“New logo” business is the lifeblood of a growing business. Even when the customer base is extensive and well developed, new business ensures real growth and keeps the sales organisation dynamic.

In the current volatile, uncertain, complex, and ambiguous (VUCA) environment, new business is doubly important. Existing customers may decline and need to be replaced. New players can emerge. A changing competitive landscape can present real opportunities to those sales teams willing and able to seize them.

But winning new business is not easy and success in the current climate takes new skills and approaches.

### What?

Skills, tips, techniques, and methodologies to win “new logo” business.

- 1 Why this matters
- 2 Lead generation
- 3 Lead nurturing
- 4 Before the first call
- 5 Early contact and trust building
- 6 Define customer needs & the competitive position
- 7 Pitch against competition
- 8 Handle objections
- 9 Competitive pricing
- 10 Close the first deal

### How?

**Training Ground:** Develop salespeople through:

1. **Face-to-face workshops** (typically 3 days) using the most appropriate SalesLevers methodology from competitive selling, through Impact Projects to Sales Theatre.
2. **Remote learning** (typically mini-sessions building into a 10 hour programme) or
3. A **hybrid** approach.



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**Kitbag:** Work on new business acquisition tools e.g. Contact matrix

**Playbook:** e.g., Objection banks

## What if?

Performance improvement is achieved by pulling one or more of these three levers.

**Activity levels:** In one example our client increased the number of new business sales visits by 86% over a 12 month period.

**Concentration of effort:** In another scenario conversion ratios improved from 27% to 56% by selling to people with “director” in their title as opposed to “manager”. At the same time the salespeople changed their product focus from product A where they converted 7% of opportunities to product B where the conversion ratio was 59%.

Effectiveness: As one Regional Sales Director put it following a SalesLevers New Business Programme: “SalesLevers provide really meaningful sales training. I’ve been around for more than a minute and been through most of the major sales trainings. SalesLevers share some of the tried and true best practices, but also provide fresh insights to where everyone can do better...”

## Why SalesLevers?

The SalesLevers team knows the realities of being in the frontline in new business and leading new business teams. We have experienced the pains and the pleasures of the role. We combine this pragmatism with awareness of the best current thinking and bring all this together in engaging training that builds capability, confidence, and commitment.