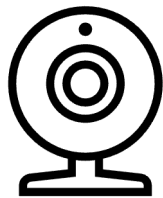


10 Effective Strategies to Start the Year Strong



1

**Get the Most Out of
Our Session Today**



2

What to Expect

- 60 minutes
- Rapid fire
- Q&A
- Recorded



3

Today's Objective

- 10 strategies for starting the year strongly and positioning yourself for a profitable and productive 2024
- Sales Q&A



4



How's your year started?

5



10 strategies for starting the year strongly

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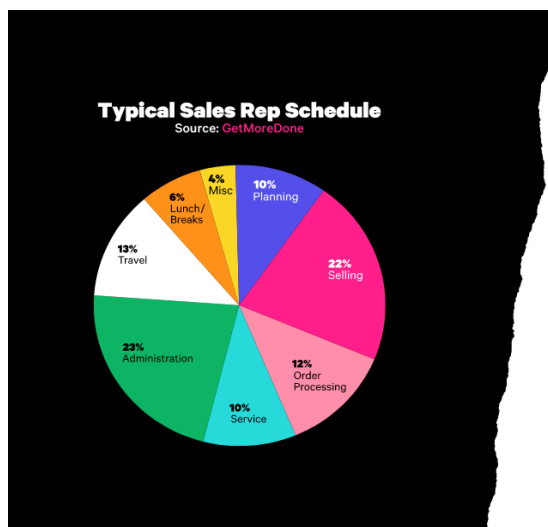
1. Analyse your daily habits

- How do you spend your day?
- What percentage is dedicated to revenue generation?



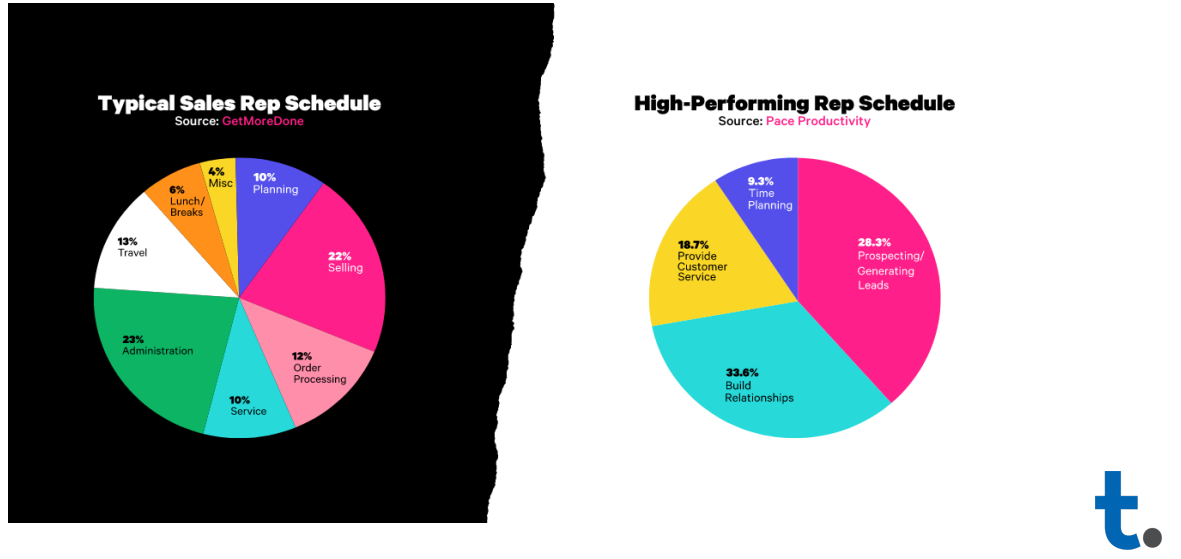
7

1. Analyse your daily habits



8

1. Analyse your daily habits



9

2. Block out distractions

—What distracts you from your sales activities?



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2. Block out distractions

TOP ACTIVITIES KEEPING SALES TEAMS FROM SELLING



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3. Develop habits for productivity

- Context switching
- Time blocking
- The Pomodoro Technique
(working for 15 minutes taking a break for 5)
- The 80/20 Rule



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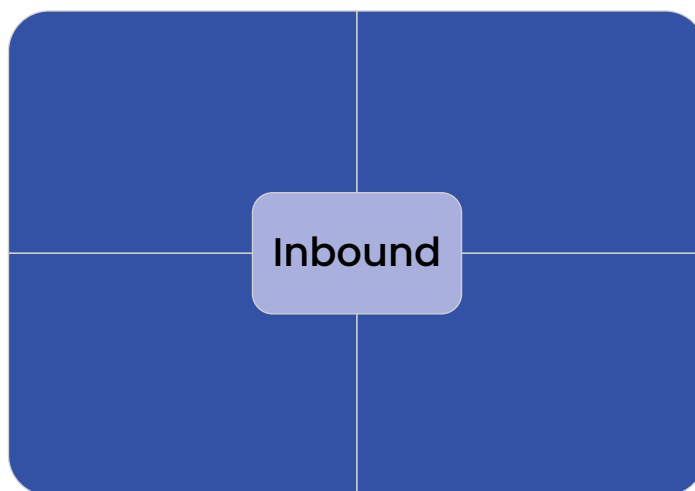
3. Develop habits for productivity

- Clean up your calendar by declining meetings that aren't relevant to closing deals, shut down notifications, and treat your "to-do" list like appointments to ensure it all gets done.
- Watch your waste – email vs phone



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3. Develop habits for productivity



2-minute rule



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4. Build routines based on your strengths and weaknesses

- Start and end of day
 - Morning routine
 - Eat the frog
 - Journal
- Plan your attack before attacking your plan
 - Plan for the next day
 - Plan before calls



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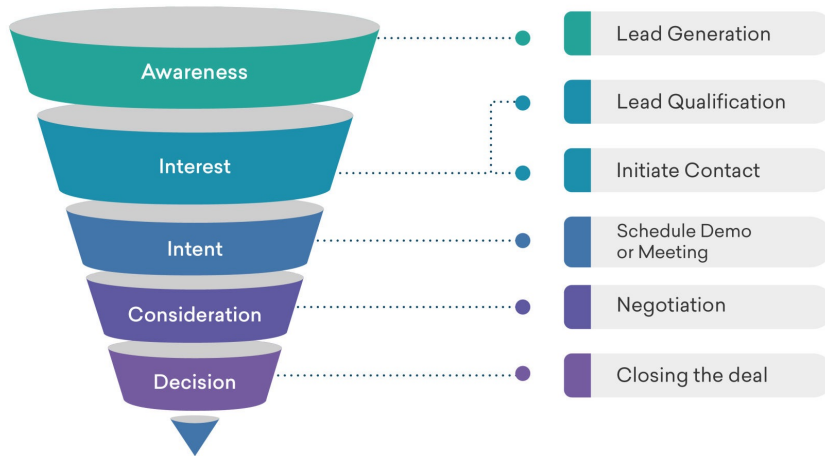
4. Build routines based on your strengths and weaknesses

Goals for call: IDEAL: Sale MINIMAL: Quotation
Key questions to ask:
Questions the buyer may ask you (include your responses):



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5. Consistently build up your pipeline



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5. Consistently build up your pipeline



19

5. Consistently build up your pipeline



20

5. Consistently build up your pipeline

—Acquisition Hierarchy

Channel	Average closing rates
• Existing network – personal introductions	• 60-80%
• Networking and referrals	• 35-50%
• In-bound marketing leads	• 10-30%
• Cold emails/calls/LinkedIn outreach	• 1-3%



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6. Take care of your health

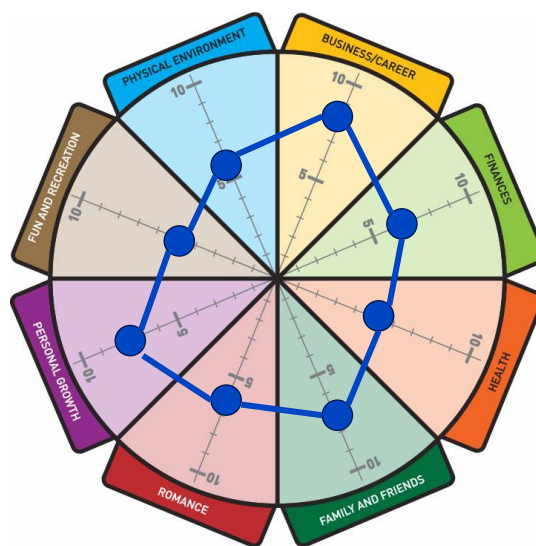
- Getting enough sleep
- Avoid unhealthy food and drinks
- Proactive about your mental health

SHOULD YOU DRINK THIS?



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7. Set personal goals



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8. Qualify hard

- Do you suffer from happy ears?
- Need
- Money
- Decision



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9. Account management

- Not all accounts are created equal
- Create a strategy for ensuring accounts are managed based on their value to the business
- Keep
- Attain
- Recapture
- Expand



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9. Account management

Keep

Current maintenance customer
 Acceptable profitability
 Minimal growth potential
 Acceptable relationships
 Minimal investment

Attain

New business target
 ICP match
 Projected acceptable profitability
 Projected acceptable growth potential
 Acceptable pursuit investment

Recapture

Inactive previous clients
 Variable growth potential
 Acceptable profitability

Expand

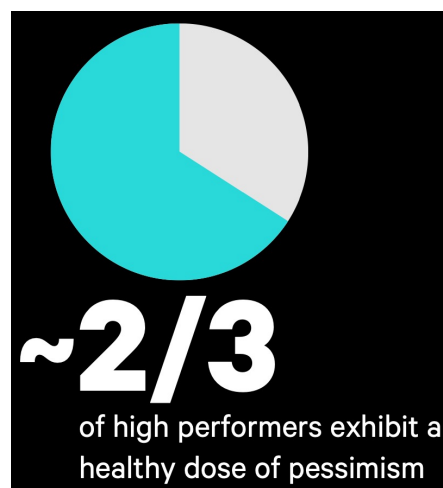
Current major customer
 High profitability
 Strong growth potential
 High level of vulnerability
 Significant relationships



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10. Balance pessimism and optimism

- Treat yourself to a healthy dose of pessimism
- Leave no room for assumptions, ask all the right questions and know that you've done everything you can control to get the deal done



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Wrap up

1. Analyse you daily habits
2. Block out distractions
3. Develop habits of productivity
4. Build routines based on your strengths and weaknesses
5. Set personal goals
6. Take care of your health
7. Qualify hard
8. Account management
9. Always build relationships
10. Balance pessimism and optimism

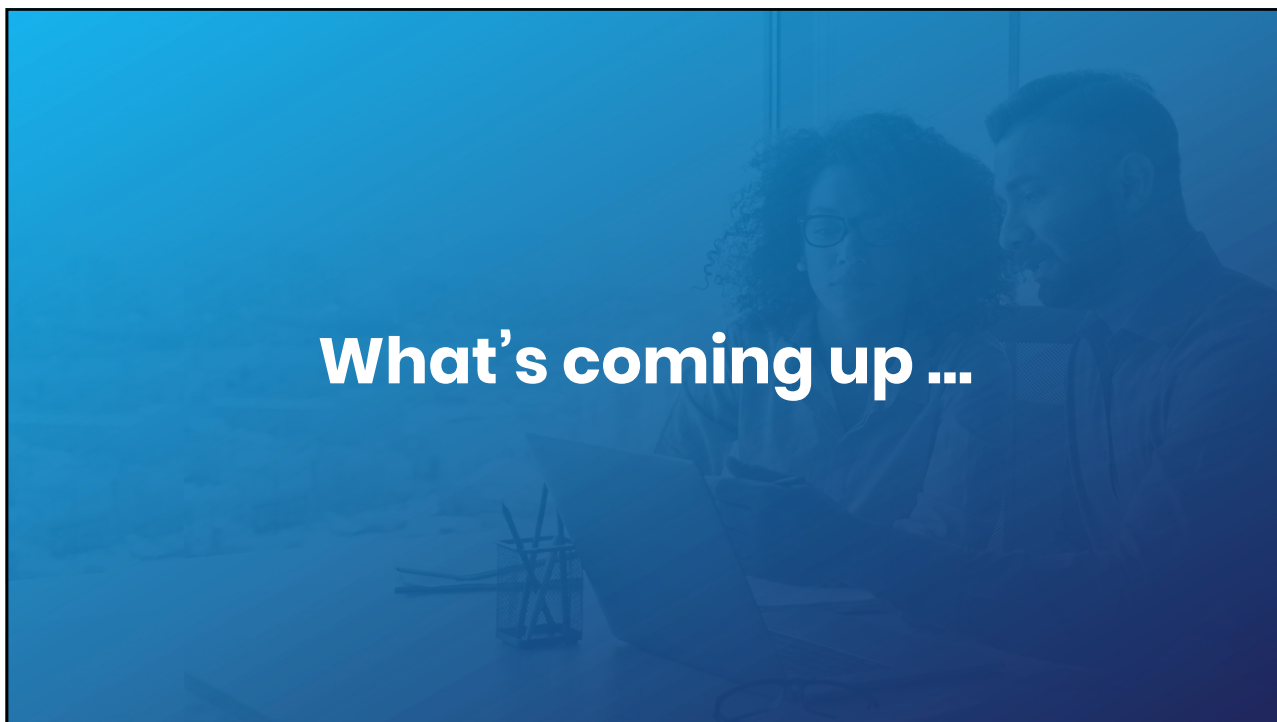


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A background image for the 'Sales Q&A' section, showing a woman and a man in an office setting. The woman is wearing glasses and looking at a laptop, while the man is looking at a document. The image is overlaid with a blue gradient.

Sales Q&A

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Upcoming Sales Academy Sessions

23/2/24 - How to thaw your cold call

15/3/24 - Antalis sales growth session



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