

EXECUGROWTH FORMULA

MASTERING LEADERSHIP & REVENUE

Sell More - Faster

Sales Enablement Excellence

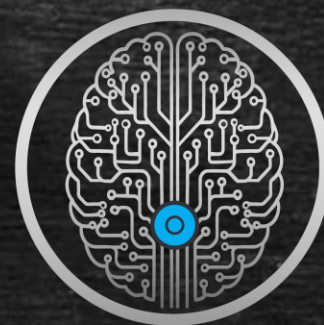
Tom Reilly



- Founder of Reilly Sales Consulting & Limbinic Consulting
- 20+ Years working with Fortune 500 & 100 companies
- Lead, trained, and developed multiple high-performance sales teams
- Expert in streamlining sales operations and strategies
- Certified neuro-cognitive behaviour profiler

REILLY
SALES CONSULTING

Where closing psychology meets
bulletproof sales systems.

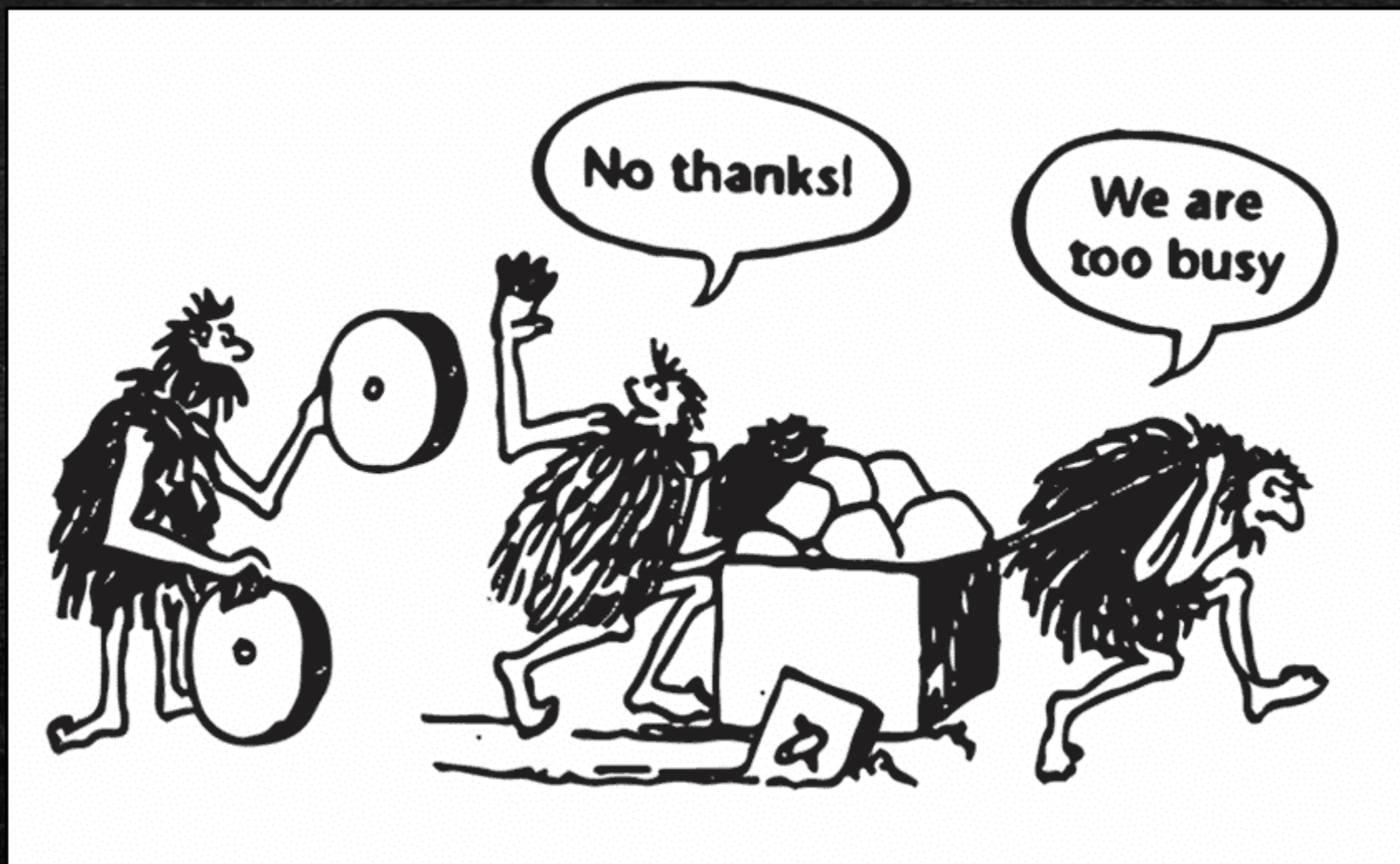


LIMBINIC
—CONSULTING—

The Science of Influence
for High-Stakes Professionals.

'What's dangerous is not to evolve.'

-Jeff Bezos



'Organizations are perfectly designed to get the results they get. If you don't like the results, you need to change the design.'

-Robert McDonald
Former CEO Proctor & Gamble

The Three Qualities of High-Performance Sales Teams

Efficiency

- Sell more in less time

Agility

- Personalization
- Responsiveness

Effectiveness

- Close more revenue



The Three Pillars of Sales Enablement

Sales Operations

- More customer engagement time

Sales Resources

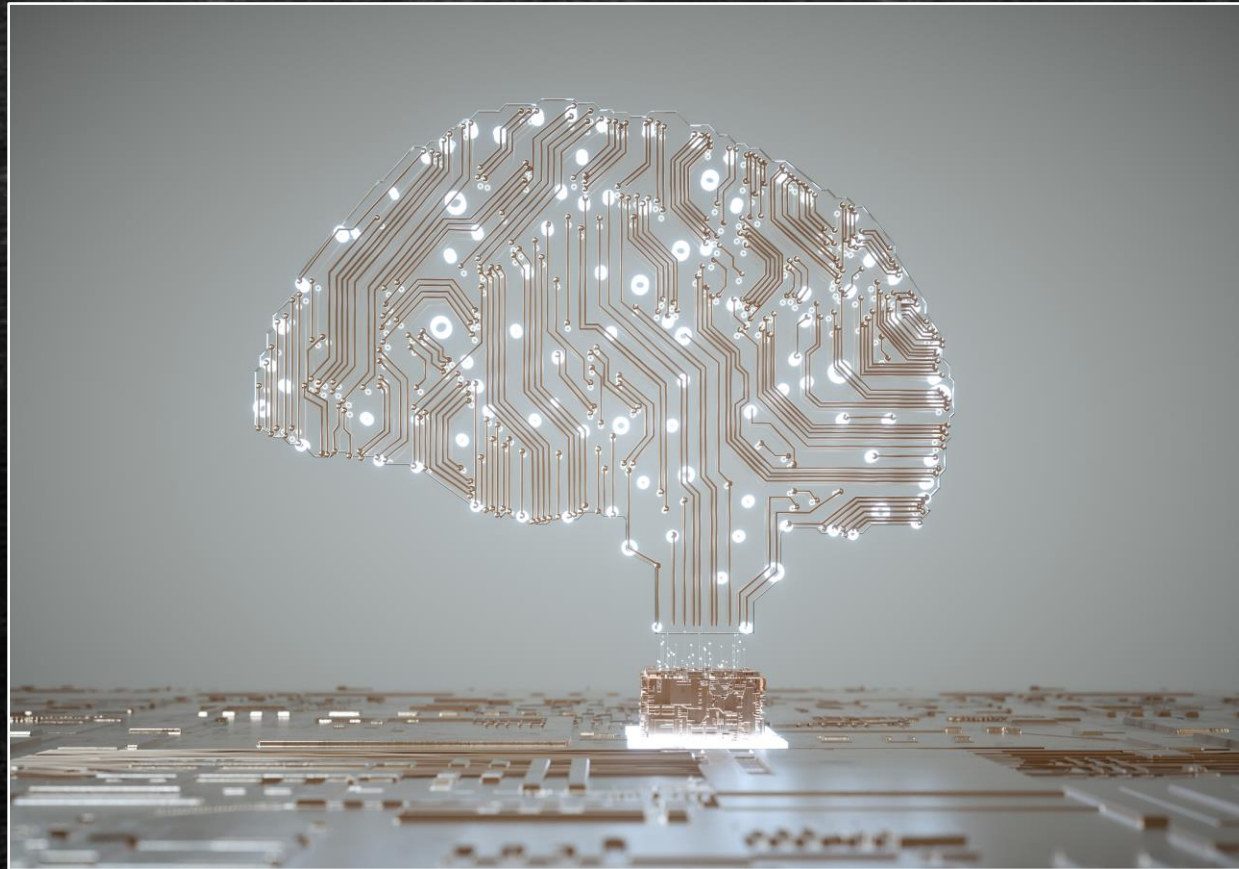
- Fast meeting prep
- Personalized collateral

Sales Skills

- More effective selling time



AI enables SMBs to scale with precision





Sales Operations

Sell more in less time

'Estimates are that sales people
only spend about 30-35% of their
time in customer contact.'

-Dr Frank Cespedes,
Harvard Business School

Efficient Sales Opps

Create More Selling Time

- Design for scalability
- Clean CRM data
- Defined competitive targets / lists
- Solid sales systems and processes in place
- Perform win/loss reviews
- Fast approvals & paperwork
- Strategic comp plans

Leverage AI for Target Lists

- Create a marketing GPT
- Have it learn your business and offerings
- Ask it to define the most profitable target markets for your business in your geography
- Ask it to define the top prospect job positions
- Ask it to generate LinkedIn Navigator search queries

Action Items

- Leverage AI or VAs to clean up data
- Leverage AI or VAs to define prime target lists
- Invest in fresh data sources
- Implement scalable sales processes
- Perform lost deal reviews



Sales Resources

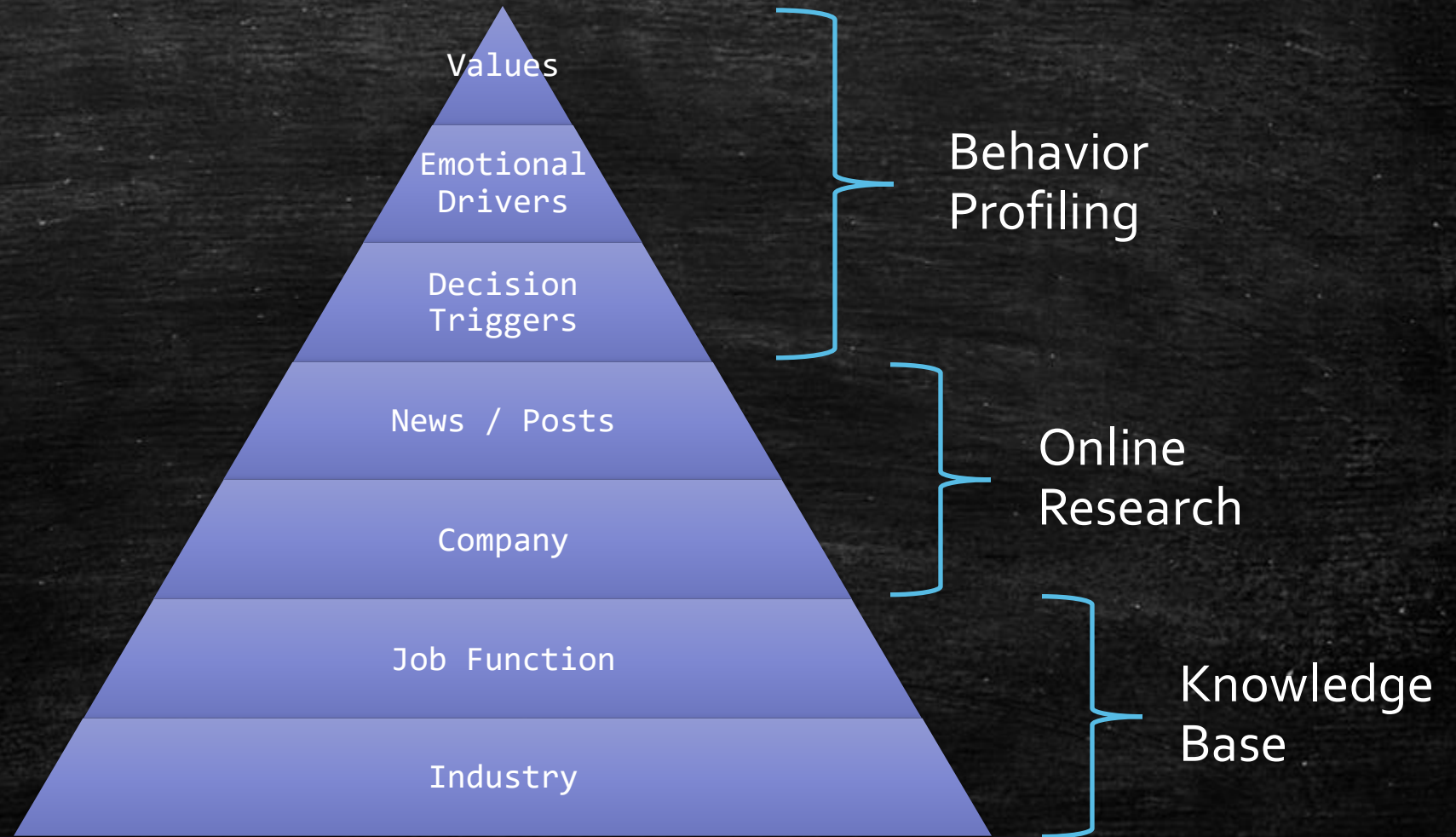
Agile, personalized collateral

Agile Sales Resources

Instant personalization is now the expectation

- Cold outreach
- Case studies / Testimonials / Name drops
- Sales collateral
- Proposals
- Customer profiles for customization

The Personalization Hierarchy



Example: InMail Cold Outreach Step 1

Replicate for phone and email outreach

- Create a Marketing GPT
- Have it learn your branding, offers, and target markets
- Create a prospect list including Company Name, Contact Name, and Contact Title

Example: InMail Cold Outreach Step 2

Replicate for phone and email outreach

Run the following prompt:

Create an InMail cold outreach message for each of the contacts in the following table. Tailor the messaging for each contact based on the pain points RSC solves related to their industry and title. Include the contact's first name in each message, and 1 clear CTA to connect. Tailor the messaging to the RSC brand voice and messaging.

Copy & Paste the table into Chat GPT

Example: InMail Cold Outreach Step 2

Replicate for phone and email outreach

Create your own template with placeholders for industry or job title, related pain points, and solution points.

Ask ChatGPT to use the template to generate messages for everyone on the following list.

Copy & Paste the table into Chat GPT

Action Items

- Leverage AI to generate personalized template iterations
- Leverage AI for research
- Build an indexed library of resources for quick access
 - Cold outreach, proposals, sales collateral, case studies, etc.
- Create an indexed repository of industry and job function pain points and messaging related to your offering for meeting prep



Sales Skills

Make selling time more effective

Level Up Sales Skills

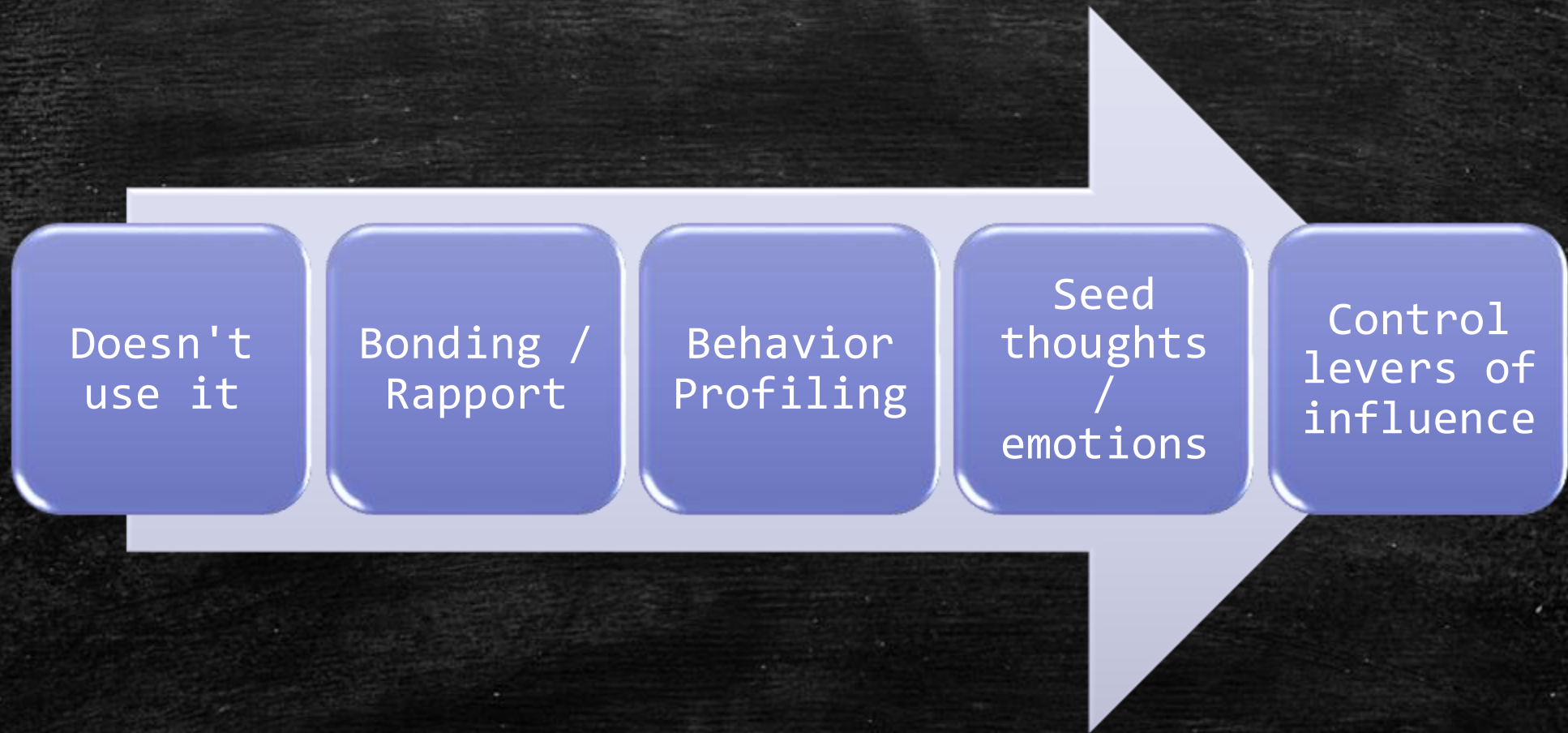
Emotional intelligence is no longer enough

- Psychology
- Non-verbal communication
- Behavior profiling
- Deep influence

The Sales System Hierarchy



Skills Development Example: Small Talk



The Three Pillars of Sales Enablement

Sales Operations

- More customer engagement time

Sales Resources

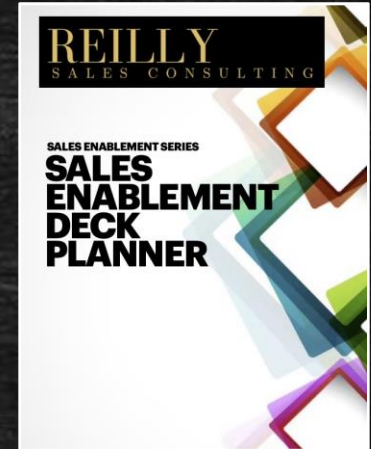
- Fast meeting prep
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Sales Skills

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