



## 2024 Brochure

### Lead Generation & Sales Performance Training

For B2B companies looking to boost their pipeline and people



# About SalesFlow

Sales is a skill just like any other profession, the more you practise the better you will get. We started the business back in 2018 to provide services for business owners to help their employees on the journey of winning more business. We provide training courses for individuals & teams to guide them through and maximise opportunities in their sales cycle. As experts we also provide outsourced Lead Generation, so you don't have to spend the time and effort yourselves finding potential customers.

*Worked with and Trusted by:*



Edge Digital\*





# Approach: How we generate leads

Build your pipeline with focused Lead Generation

- *The SalesFlow Process* -

## 1. Target

- Profile your ICP
- Gather targeted data
- Call to Actions directed

We work out your ideal client, build data from the spec and upload it to your CRM. You are then ready to approach the businesses once you have a compelling offer. We make sure your email addresses, contact numbers point towards your sales team



## 2. Create Compelling Content

- Customer benefits
- Keep message consistent
- Results and Integrations focus

We can then create scripts, emails and frameworks depending on which forms of lead generation you want to use for your business. With over 50 forms of lead gen to choose from we tailor the package for you. Calling, emails, leaflets, networking, events, SEO, PPC, letters, LinkedIn, etc...



## 3. Approach & Qualify

- Use Business Checklist
- Build Relationships
- Bespoke Approach

Using the data and information to hand we can now approach new businesses, build relations and update your CRM to reflect. We will use a pre-qualified checklist and scripts to qualify leads and build your pipeline.





# Performance Training

Improve Individual & Team Performance

- ✓ Personal Development
- ✓ Open Conversations
- ✓ Wellbeing
- ✓ Preparation
- ✓ Daily structure
- ✓ Improve Close rates
- ✓ Prospecting
- ✓ Objection Handling

With online courses or day courses on site for individuals or teams. We can create bespoke courses for you and your team dependant on what you are trying to achieve.

# Results

Bring consistence to your sales team and results using data and proven methods. Planning and execution are key.

- ✓ Add new businesses to your pipeline
- ✓ Cleanse your Data
- ✓ Clear direction and objectives
- ✓ Plan for the financial year
- ✓ Weekly & Monthly reporting
- ✓ Keep your team motivated and competitive
- ✓ Stay active in your market
- ✓ Positive Brand awareness



# Case Studies



Russell Dawson & Ben Smith | Director | Owner of FlipConnect

*We have loved working with SalesFlow, we weren't sure what to expect but it has been a really enjoyable experience. We have spent a lot of money with them, but the results do speak for themselves. We have grown since working with them and feel our sales department really benefited from the collaboration. Thank you.*

## Approach

Flip approached SalesFlow after an initial meeting through a referral. Flip was looking to grow its sales team and close more new business. We had a few meetings to discuss ideas, approach and training options. After a proposal and ideas Flip signed off on a full-time campaign for 6 months which extended into 3 years. After some success with booking meetings, updating CRM systems, improving processes and documents we decided to grow the sales team through recruitment services. We bought in more appointment setters, account managers and really grew the work we were doing together. We completed calling campaigns, networking, intro letter campaigns with follow ups and partnership programs. KPI's were being hit monthly and sales and new business really grew and accelerated.

## Conclusion

Flip have grown 18% in revenue since working with



## Edge IT

Industry  
IT Services

Employees  
11-50

Location  
Letchworth, Hertfordshire

Website  
www.edgeit.co.uk

### Primary Services delivered

- Lead Generation
- Data Cleansing
- Weekly reporting
- Setting KPIs

### Results

- 14 meetings booked
- 3 new customers on boarded
- £45,000 revenue delivered in 3 months

## Great success from outsourcing Lead generation

Edge it is an established IT business in Hertfordshire who have been trading since 2008. Edge provide IT Support, security and management of I.T services for SME's in the UK. Having big accounts within the Veterinary space and dealing with lots of hi-tech local businesses in and around Hertfordshire and London. Edge have grown from strength to strength by providing experience and knowledge to keep their customers safe and secure when dealing with all forms of their IT infrastructure. Being very responsive and having backup solutions

Jermaine Gibson | Director | Owner of Edge IT

*We were impressed by how professional and efficient SalesFlow were. We were worried about getting an outside organisation in as we had to trust them with our brand, company, and our reputation. We got the results we wanted and would highly recommend to another other business owners.*



Industry  
Telecoms & Communications

Employees  
10-50

Location  
Hitchin, Hertfordshire

Website  
www.flipconnect.co.uk

### Primary Services delivered

- Lead Generation
- Data Cleansing
- Sales structure & processes
- Recruitment

### Results

- 40+ New customers
- New business revenue £417k+

## Big investment but the results speak for themselves

Flip Connect is an established independent Telecoms company based in Hitchin, Hertfordshire. They have been trading for over 20 years and started by Russell an engineer with amazing knowledge and expertise in the field. Flip has a brilliant reputation in the local area and have grown steadily since it started. They have all in house engineers and staff meaning they can really look after their customers from start to finish with on going support after a business has initially bought services.

# Rates and Pricelist

All our pricing is based on GBP£ and are exclusive of VAT. We bill monthly in advance and all our engagements are subject to our standard T&C's and NDA forms. All rates and pricing is subject to change. Pricing is correct as of the 6<sup>th</sup> April 2024.

Work & Projects outside of the scope of a managed campaign will be agreed between SalesFlow and customer prior to any work carried out.

## Consultancy – Day Rate

Senior Consultant	£800 - Day
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## Managed Lead Generation - Project

Part Time – Experienced BDM + <b>Commission*</b>	£2,500 – 10 Days
Full Time – Experienced BDM + <b>Commission*</b>	£4,800 – 22 Days
Full Time – Growth & Scale (team of 4 minimum)	£12,000 – Month

## Performance Training

Group Training (up to 10 employees)	£495 - 1 Day
Individual Training	£295 - 1 Day
Individual Training - Online	£90 - 1 Hour
Individual Training - Online	£1,000 - Monthly

**\*Commission** - Commission is 20% of profit made up on all new business closed. This is enforced up to 6 months after the campaign has been completed to give each sales cycle a fair chance to complete. Unless agreed otherwise.

# B2B Lead Generation & Performance Training

Find and Close more business

With over 100+ Campaigns completed for businesses, and over £55M in revenue directly attributed to our campaigns over the last 6 years, we know how to deliver results to our customers.

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