

SALES HEALTH CHECK UNLEASH YOUR SALES POTENTIAL

If you've been feeling like your business could be achieving more or that it's taking longer than expected for you to reach your goals, it sounds like something needs to change. With the Sales Health Check, we can help you work out exactly what that is.

Using Matthew's years of experience both first-hand in sales as well as in providing expert consulting, training and mentoring services to the owners, founders and CEOs of B2B software and technology companies, we'll equip you with everything you need to accelerate your sales and take your business to where it's meant to be.

WHAT IS A SALES HEALTH CHECK?

Designed specifically for businesses in the technology space, the Sales Health Check examines where your business is today and uncovers ways you can enhance your sales, efficiency and return on investment in order to reach your goals faster than ever. Using our expertise and specialised sales diagnostics, we'll delve deep into what's working and what's not in your business. Doing this will identify potential gaps and areas for improvement, which will then lead to identifying opportunities to increase your sales like never before.

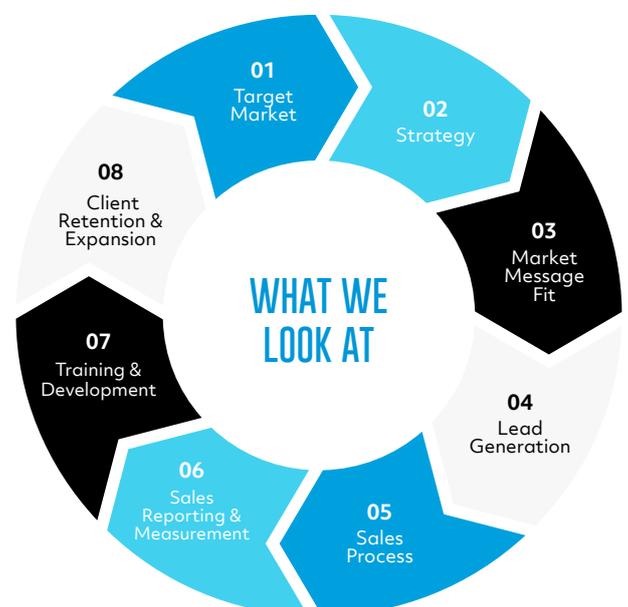
We'll provide you with expert recommendations tailored specifically to your business. From here, you can take these ideas on board and run with them or use our help in the execution.

HOW IT WORKS

Working with you and your team, we'll take a close look at how all aspects of sales are managed in your business. This includes:

- How you're generating leads, including marketing, networking, partnerships and referrals
- Your marketing message – how you're selling yourself to potential customers
- Your target market, including who you're trying to reach and whether this is focused enough or even the right target
- Exactly what you are offering, including the problems your product or services solve
- Your sales strategies and processes
- The numbers that drive your sales machine, including leads, cost per lead and conversion rates from leads
- How you operate your sales team, including resources, training and development, systems, reporting, goal setting and management
- How you're placed in the market and how you're set apart from your competitors
- How you communicate with your prospects and existing clients or customers, including the service and overall experience you provide

We'll leave no stone unturned to ensure we can offer the most effective advice for your business.



WHAT WILL YOU GET OUT OF OUR SALES HEALTH CHECK?

The Sales Health Check will give you actionable insights into how your business is performing, providing you with recommendations across all areas of sales and revenue uplift in your business. After your Sales Health Check, you'll know exactly what steps you need to take next to get your business on track and on the road to success. This includes:

- Strategies to maximise your sales opportunities
- The most powerful way to present your unique value
- Targeting methods including how to focus on the clients most likely to buy
- The optimal sales path
- Opportunities for partnerships and referrals

Ultimately, you'll receive customised advice and the tools you need to not only improve your overall sales approach but to communicate effectively with your prospects and potential partners for maximum impact.

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INDEPENDENT
THOROUGH
PERSONALISED**



WHY WORK WITH MATTHEW WHYATT?

Following a very successful sales career, Matthew is now an efficacious entrepreneur who has owned companies with sales in excess of \$100 million. His background in sales as well as his experience managing large sales teams in his own companies, mean Matthew is well-placed to offer you strategic advice that achieves results. He's worked with countless owners and managers of both established software businesses and startups, earning him a reputation as a personable, knowledgeable and effective sales consultant, mentor and coach.

Above all, Matthew is driven by his passion of helping his customers succeed. Choosing to work with Matthew means you're choosing someone who is genuinely in your corner, and will work relentlessly to help you reach your goals.



IS A SALES HEALTH CHECK RIGHT FOR YOUR BUSINESS?

- You have something valuable to offer customers, you're just not so great at letting people know about it
- You have trouble getting your sales team and customers to stick around
- Your ROI could do with some – or a lot – of improvement, so could your sales results
- You can't work out exactly what's going wrong, even though you believe in your offering and have a hard-working sales force
- You just can't seem to win the new business you're aiming for

If any of the above sounds like your business, a Sales Health Check is the perfect place to start.

READY TO TURN YOUR BUSINESS AROUND?

If you're ready to kick-start your sales success or would like more information, call or email us today. We'll start with a 10-minute chat to mutually determine whether we're a good fit, and for us to make sure we can add more value to your business.

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