

The Unstoppable SalesSM Roadmap



The Unstoppable SalesSM Journey

LAUNCH

Two-Day Sales Camp: During the two-day sales camp, we identify the most significant obstacles holding your sales back. We address those obstacles and uncover opportunities to accelerate your sales results, developing a sales roadmap that guides your team and your sales during the next 36 months.

The Goal: Build a robust sales roadmap that will guide your sales and marketing teams over the next 36 months to achieve your sales goals and targets.

Two-Day Sales Camp Agenda Overview:

- 1 Uncover Your True Competitive Position
- 2 Identify Your Market Opportunity
- 3 Design the Best Offer and Approach
- 4 Overcome Obstacles to Sales Growth
- 5 Accelerate Opportunities for Sales Growth
- 6 Develop Your Unique Sales Roadmap
- 7 Introduce Your Sales Roadmap Execution Plan
- 8 Finalize Accountabilities and Metrics

ACCELERATE

Quarterly Check-ins: Each quarter, we meet to assess your progress against the sales roadmap. We uncover any new obstacles that have emerged and ensure solutions are in place. We also create additional accelerators and put them into action.

The Goal: To maintain progress against your sales roadmap, making minor adjustments to overcome unforeseen obstacles and accelerate your sales success.

Sales Accelerator Agenda Overview:

- 1 Review Performance Against Metrics
- 2 Review Sales Roadmap Progress
- 3 Share Individual Accountability Updates
- 4 Make Minor Course Corrections and Adjustments

RESET

Annual Roadmap Reset: At the end of 12 months, we meet as a group to spend a day reviewing progress and identifying any new barriers, changes, or opportunities. The outcome is a renewed roadmap, adjusted to accommodate new realities and guiding execution over the next 12 months.

The Goal: Assess overall progress during the last 12 months and address any unforeseen barriers and the effectiveness of your accelerators. Update your sales roadmap to remain on course to achieve your sales targets.

Momentum Meeting Agenda Overview:

- 1 Assess the Current Market
- 2 Review Progress Overall
- 3 Identify and Address Barriers
- 4 Identify and Launch New Accelerators
- 5 Finalize Roadmap