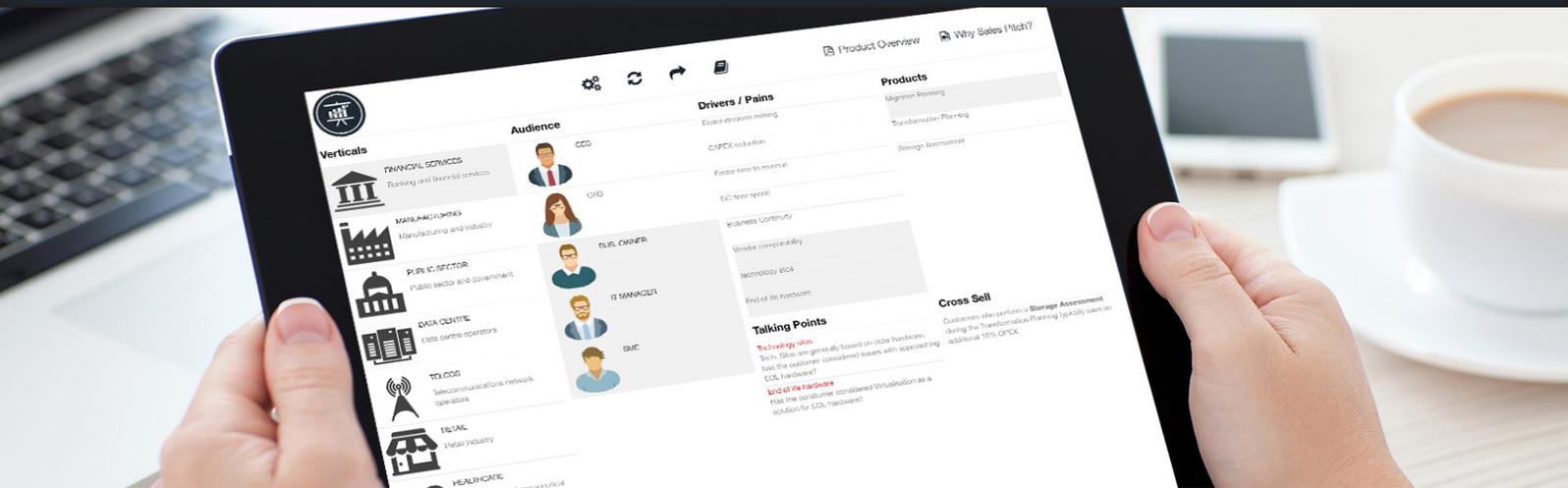# SALES PITCH PRO

Accelerating revenue growth from new products and services

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> **What seems like an exciting new chapter and opportunity in the boardroom can seem like a insurmountable challenge verging on impossible to your salesforce**

In today's business environment, the pressure to stay competitive and viable through the accelerated design and creation process of new products and services often leads companies to neglect answering the key question of how they are then going to deliver these new offers to the relevant markets.

If you can get over the significant barrier of having the technical resources to deliver new products to the right markets you are still faced with what may be an even larger barrier of having adequate resources to communicate or 'pitch' the value of your offer, to the right person, using the correct messaging and most importantly asking the right question. In other words, how to sell your product.

As you drive change in your business, you increase pressure on your sales force in many ways. The obvious being the task to increase the knowledge base in your sales force across one or multiple new products, but also potentially new markets, new partners or routes to market.

The challenge is to make sure you can maintain the number of effective sales resources who can both adopt strategic change and possess the technical capacity to effectively sell new products to what could be in some cases be completely new markets. What seems like an exciting new chapter and opportunity in the boardroom can seem like an insurmountable challenge verging on impossible to your salesforce.

Training is an obvious answer, but this is costly, takes time, is highly inefficient and generally with little to no follow up to measure how effective it has been with your salesforce. Most of your sales force will soon revert to old behaviours, a comfortable route to hitting their targets without fully adopting new products or strategic change.

The answer is to upskill your salesforce, make it easy to adopt change, acclimatize themselves to new offer introduction without overly diverting their attention from the all-important task of selling the portfolio.

Using Sales Pitch Pro your sales force has their entire product / solution portfolio at their fingertips, with a Sales Intelligence engine actively steering them in qualifying customer requirements, pitching the right product to match those requirements, cross-selling synergistic products across the portfolio and leveraging customer success stories.

Even without in-depth training a sales force can identify customer pains and drivers as well as highlighting new potential pain points the customer has not yet considered. Sales Pitch Pro presents the sales person the most relevant product to the customer as well as guiding them through the sales pitch using standardised messaging building built using quantitative analysis of the messaging success.

Utilising Sakes Pitch Pro upskills a sales force, increasing their success in qualifying opportunities, pitches the right product first time, and increases cross-selling.
To summarise; upskilling your sales force through the adoption of easy to use, software based sales tools eases the pain of change, increases internal adoption of new products and accelerates time to revenue from newly released products.