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**SALES MADE EASY**



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**CLAIRE PATTISON**

Academic Lead for Leadership  
and Growth,  
Manchester Metropolitan  
University Business School



**KEVIN HAYLER**

Founder & CEO,  
Sales Made Easy

# Building, Managing & Converting a Pipeline of Sales.

Kevin Hayler.  
Sales Made Easy.



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Processes  
Habits  
Consistency

# What we're covering today...

1. Your Current Reality.
2. Your Sales Funnel.
3. How to Generate More Leads.
4. How to Close More Sales.

# 8 x Tasks to Grow Your Sales Pipeline...

1. Know Your Current Reality.
2. Identify The Sales Funnel Stages.
3. Work Out The Numbers & Ratio's.
4. Who's Your Ideal Customer
5. What will You Say To Them?
6. Some 'Quick Wins'.
7. What Extra Lead Generation Will You Do?
8. Stronger Lead Qualification Leading to a Stronger Sales Pipeline.



# Kevin Hayler:

- Founder of Sales Made Easy
- 30 years Sales & Sales Management
- Over 30,000 B2B Sales
- SME clients worldwide
- Your Sales Manager (Fractional)
- Manage, train & coach salespeople
- 24% increase in sales in 2024



# 1. Your Current Reality.



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# 41%

consistently meet their sales targets.



# What's missing?

Activity. Process. Management. KPIs.

Discipline. Training. Clarity.

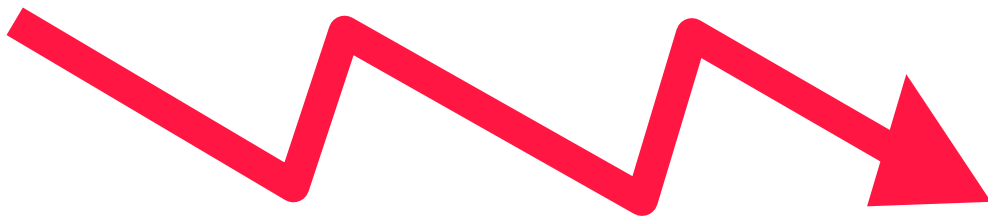
Accountability.

Ownership.



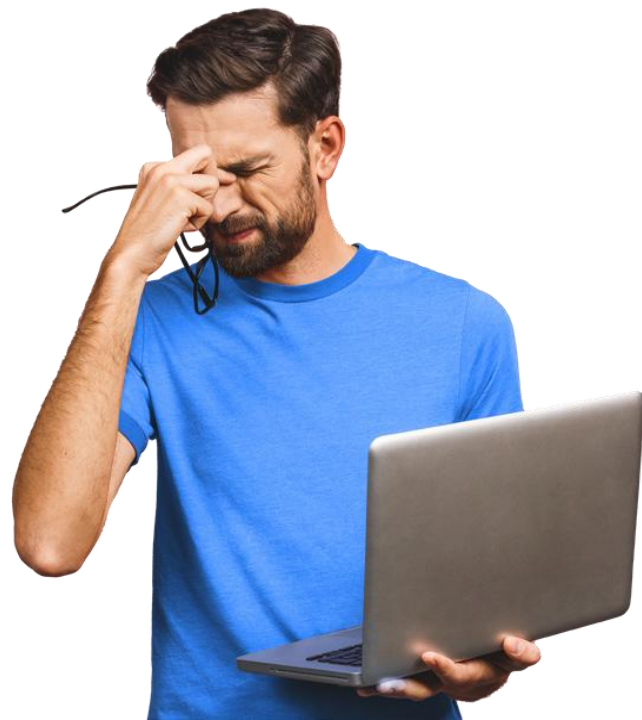
# Sales are up and down...

- 'Feast or Famine'
- Inconsistent Revenue
- Impact on profit & cashflow



# The pressure on you builds...

- Lose trust.
- Frustration.
- Anger.
- Anxiety.
- Stress.



# This is what you want is...

- Consistent sales
- Saleable Sales Process
- Skilled Sales Team





# Task 1: Score your business out of 10!



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✓ Your Current Reality.



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# Sales is Easy!

1. Do they have a problem?
2. Can you solve it?
3. Easy to find you.
4. Easy to buy from you.



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# The Sales Formula.



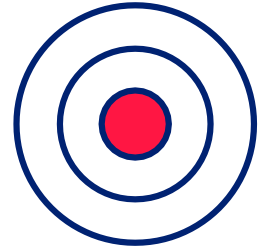
Trained  
People



Simple  
Processes



Activity



Sales Results

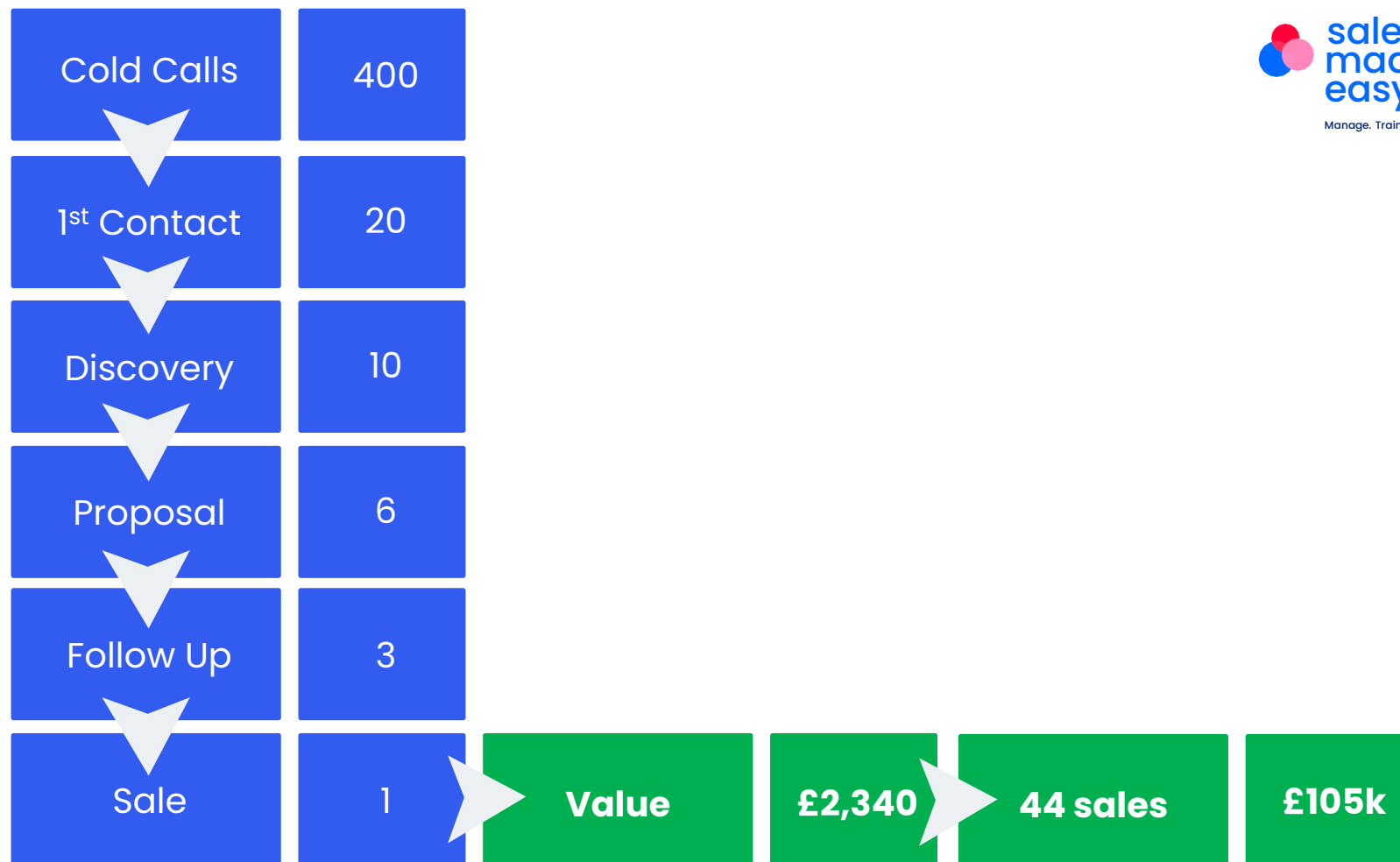
## 2. Your Sales Funnel!

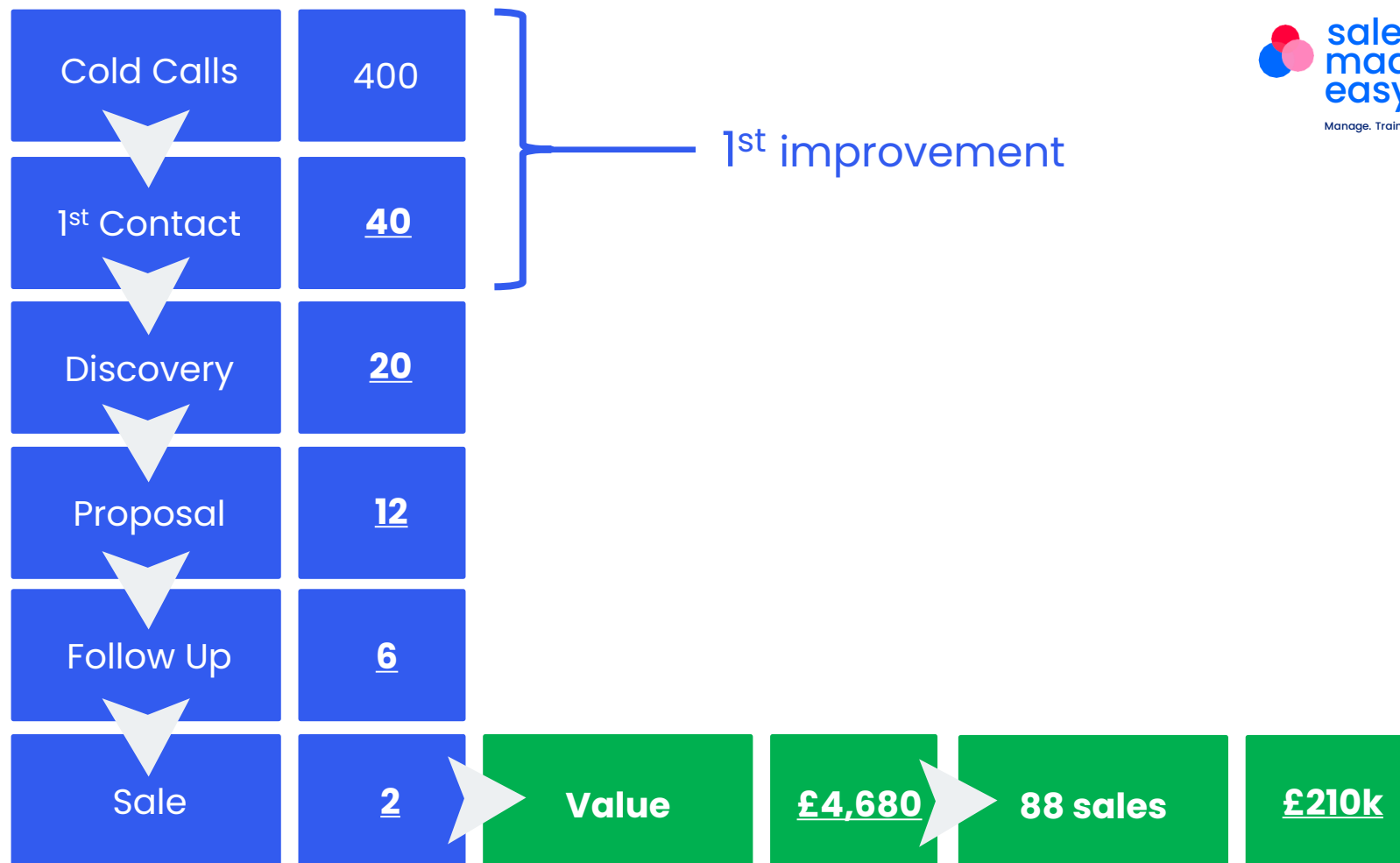


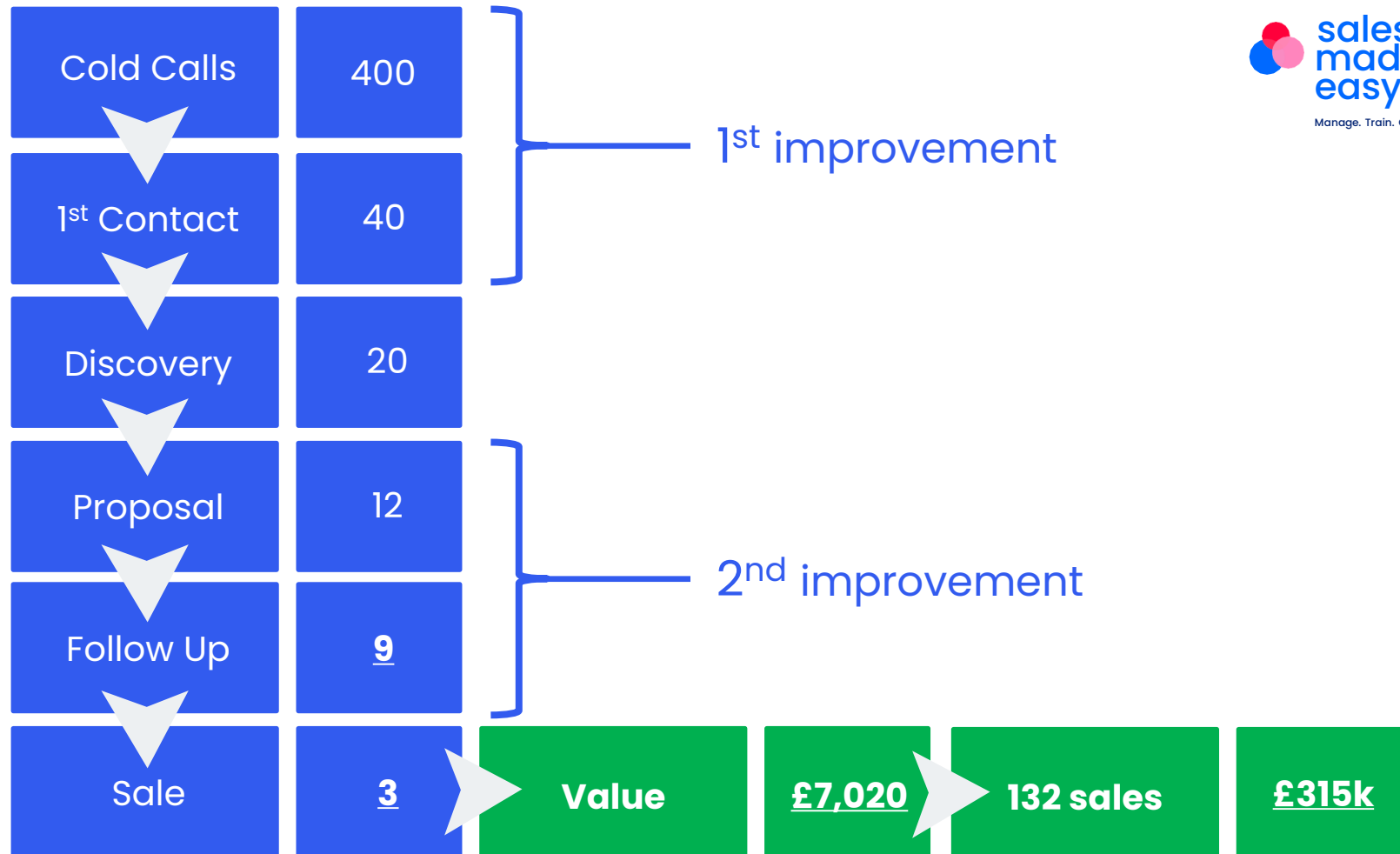
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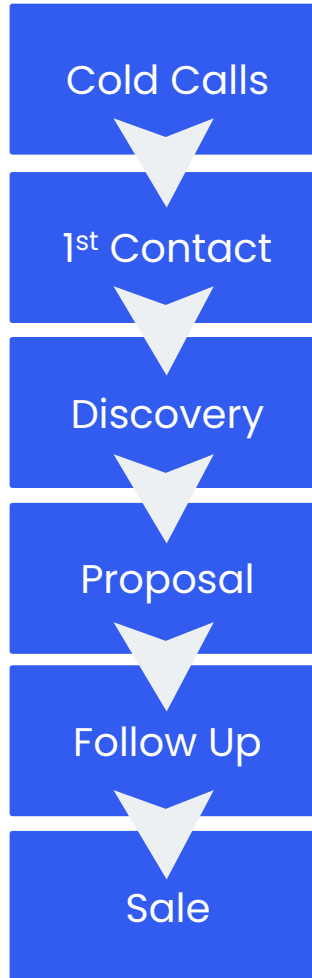


## Sales Funnel:

- Same two employees.
- No additional cost.
- Improve two ratios.



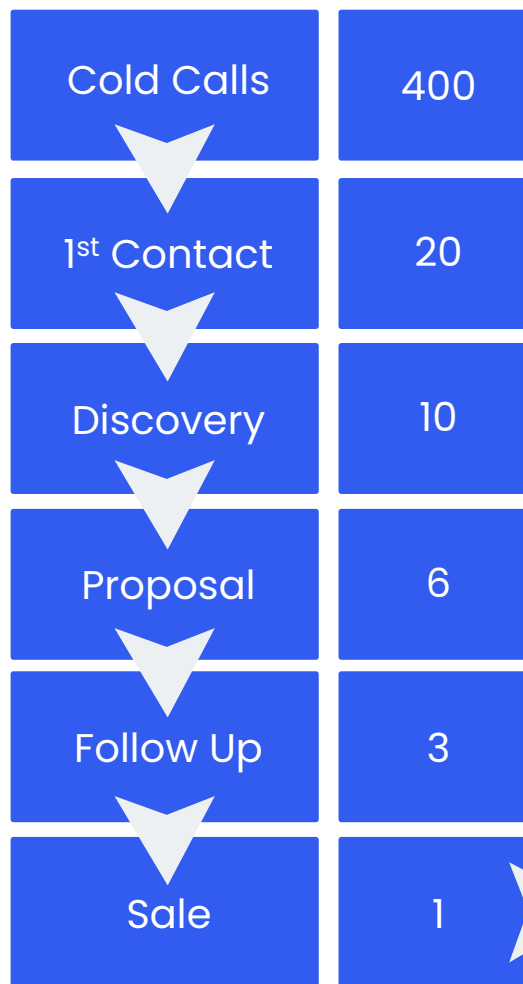
- The power of understanding & managing your Sales Funnel!



## Task 2:

Write the stages you & your team go through with each prospect:

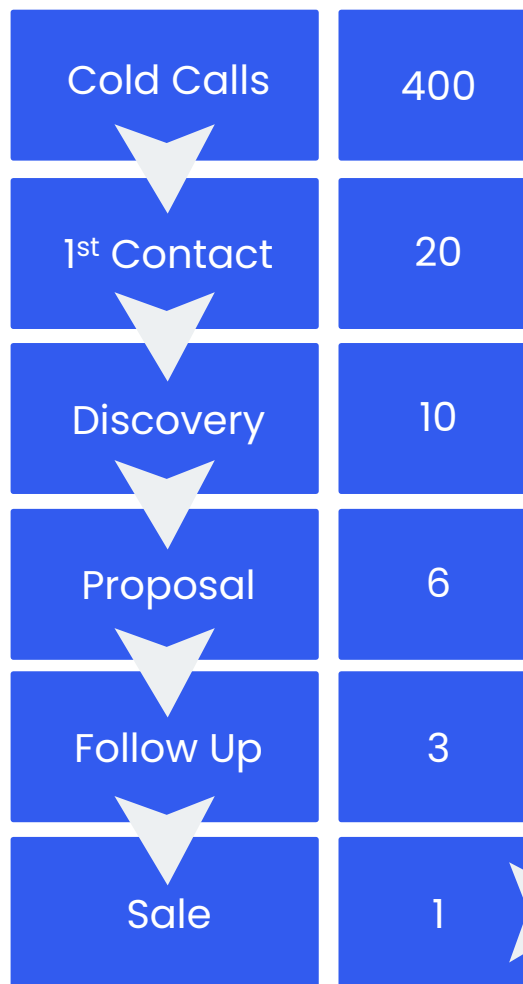




### Task 3:

1. Review data for previous 12 months.
2. Update W.I.P then remove from this.
3. Left with prospects that have concluded.
4. Where did the process end for each prospect?
5. Why?





Which stage of the sales funnel are you going to improve first?



# ✓ Your Sales Funnel.



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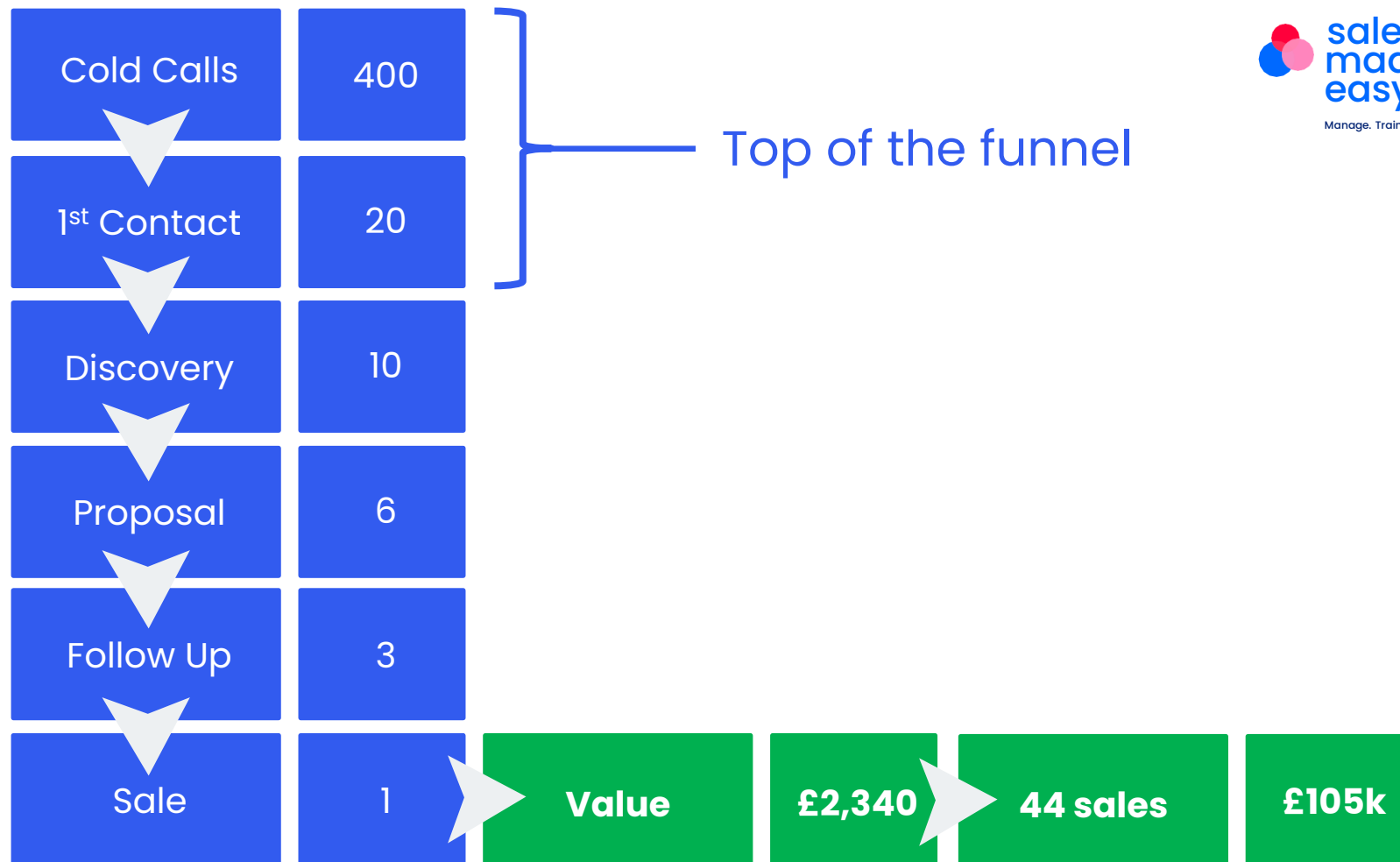


# 3. How to Generate More Leads!



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# Three Elements...

1. Right Customer.
2. Right Message.
3. Right Activity.

## Right Customer:



- Size.
- Geography.
- Sector / Vertical.
- Age.
- Who.
- (Profile your customers)
- Task 4.

## Right Message:

- Who you are
- What you do
- How you help solve THEIR problem
- Validate with statistics or examples

(Talk to your customers, why do they work with you)





# Right Message: (Example)

At Sales Made Easy we help SMEs all over the world sell more, particularly those with 5-50 employees.

Having delivered over 30,000 B2B sales, our extensive experience building and managing teams makes sure our clients are positioned for success.

We work closely with them to address the common challenges of ineffective sales management and lack of training.

We do this by becoming their part time Sales Manager.

We combine hands-on coaching and structured guidance to enhance team performance, manage sales processes effectively, and develop the skills necessary for consistent sales growth.

In 2024, our clients experienced an average sales increase of 24% after partnering with us.

We make it easy for SMEs to sell consistently and to sell more.



# Right Message: (Simple Example)

At Sales Made Easy we help SMEs all over the world sell more.

Having delivered over 30,000 B2B sales, we know how to train salespeople, define sales processes and drive activity to increase sales.

In fact, in 2024 we increase our clients' sales by an average of 24%.

By becoming your part time Sales Manager, we manage, train and coach your Salespeople to help you sell consistently and to sell more.



## Right Message:

- Who you are.
- What you do.
- How you help solve THEIR problem.
- Validate with statistics or examples.
- Task 5: Write YOUR Message.



#1 *Wall Street Journal* Bestseller

DONALD MILLER

*New York Times* Bestselling Author



# BUILDING A STORY BRAND



Clarify Your Message  
So Customers Will Listen

*Use the 7 Elements of Great Storytelling to Grow Your Business*

## Right Activity:

Customers

Referral

Renewal

X-Sale

Price Up

- These are your 'quick wins'
- Run a campaign to speak to them.
- Make sure they're happy.
- Update them on your products & services.
- Ask for a referral, most will!
- Testimonial?
- Task 6: What's the ONE quick win for you?

# Right Activity:

Outbound				Inbound		
Email	Cold Calls	Social Media	3 <sup>rd</sup> Party	Publicity	Partnership	Search
Tech	Tech	Platform?	Email	Trade Show	Referral	Web Site
Data	Data	Post	Cold Call	Events	Affiliate	SEO
Domains	Scripts	Connections	Social Media	Media	Rev Share	Google-Ads
Message	Who?	Automation		Webinar	Membership	
Landing Page		Campaigns		Podcasts		
Daily Management		Ads				

## Right Activity:



- This costs money.
- Track & Measure everything.
- Challenge partners.
- Know the ratio's.
- Hold people accountable.

# ✓ How to Generate More Leads.



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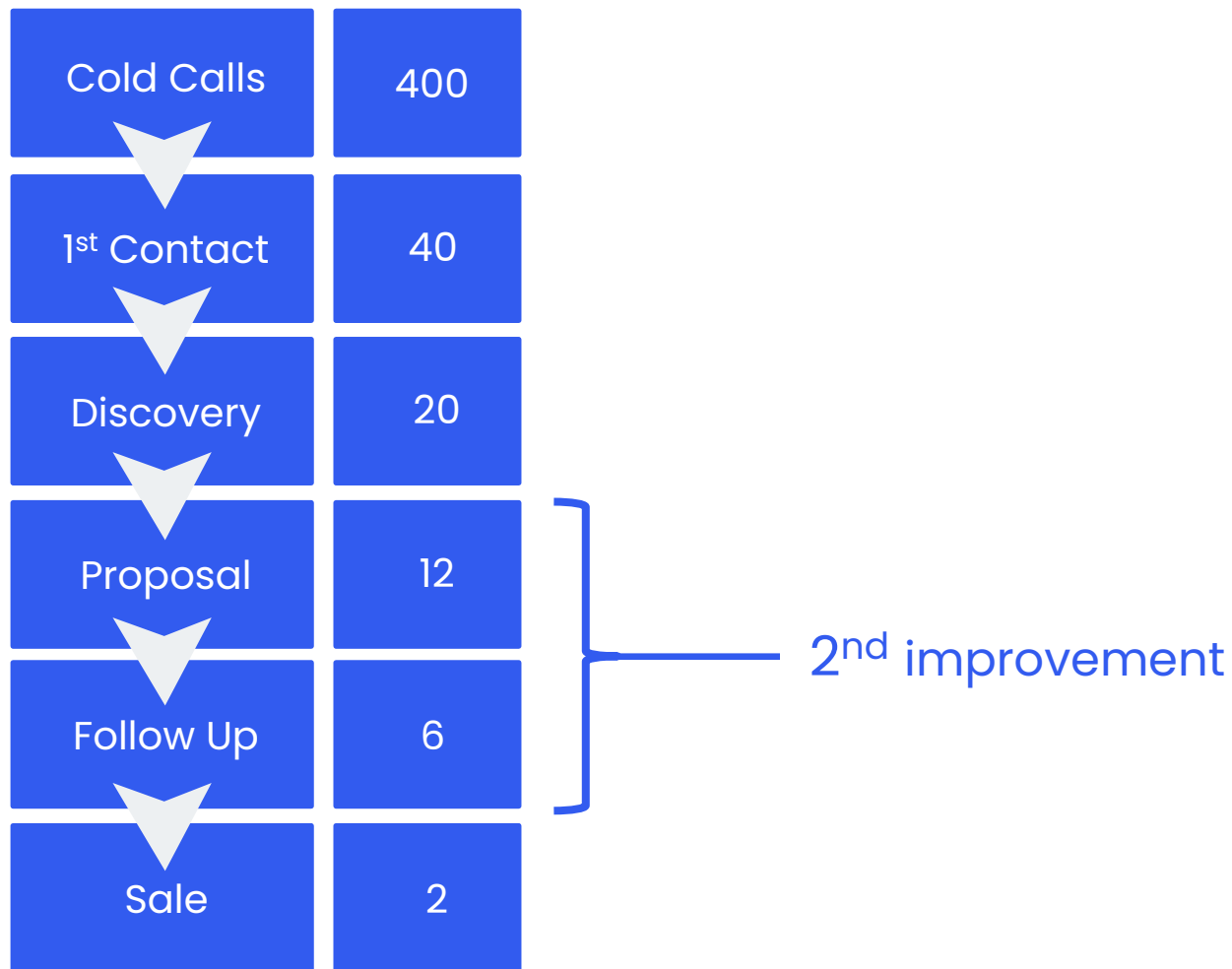


# 4. How to Close More Sales 😊



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# B.A.N.T.

B: BUDGET

A: AUTHORITY

N: NEED

T: TIMELINE

## B.A.N.T: Budget.

0. The prospects budget has not been discussed, or they don't have the budget for your product or service
1. The prospect was not yet willing to discuss their budget, they are shopping around for similar products or services, and/or have a realistic expectation of the cost.
2. The prospect's budget has been discussed, they are aware of the price but are shopping around as they are not confident that they can afford your product or service.
3. The prospect's budget has been discussed, they are aware of the price, but they are hoping to receive your product or service for a discounted price as full price is not within their budget.
4. The prospect's budget has been discussed, they are aware of the price, they are confident they can afford the product or service, but they need to work out the financials with their team to ensure they are safe to proceed.
5. The prospect's budget has been discussed, they are aware of the price, they are happy with the price, and/or it is within their range and expectations for your product or service.

## B.A.N.T: Authority.

0. You are not speaking to the decision-maker(s), they're unaware of your product or service, or you do not know if you are speaking to the decision-maker.
1. Your contact does hold some influence over the decision-making process, but the person/people who hold the authority are unaware of the conversation or your product or service.
2. Your contact does hold some influence over the decision-making process, and the person/people who hold the authority have tasked them to find a product or service like yours.
3. You are speaking with a relevant and influencing stakeholder(s), the decision-maker(s) is/are aware and interested in your product or service, but you haven't yet spoken to them.
4. You are speaking with the person or people who have the final say on whether they purchase your product or service, but you need the buy-in of the Head of Finance/COO/Procurement Team/Etc.
5. You are speaking with the decision-maker(s), you have the buy-in of all relevant and influencing stakeholders, and the person/people who have the final say are happy with your product or service offering.

## B.A.N.T.: Need.

0. The prospect's need has not yet been discussed, and/or you have not identified the need for your product or service.
1. The prospect's need has been discussed, your product or service may not be business-critical and could potentially be considered as a 'nice to have' but not necessary.
2. The prospect's need has been discussed, you have identified pain points which may be remedied by your product or service, but you are unsure if the purchase is essential to their business' success.
3. The prospect recognises the benefit of a product or service similar to yours, they are aware of the impact it will have on their business, there is an implicit need.
4. The prospect needs a product or service like yours, you have identified pain points and understand the benefit it will have for their business.
5. The prospect needs your product or service, they have discussed their pain points with you, and they understand that you are both aware of the problem it will solve and the benefit it will have to their business.

## B.A.N.T: Timeline.

0. The prospect's timeline for implementation of your product or service has not been discussed, and/or they are not yet willing to share their timeline.
1. The prospect's timeline has not been discussed, a loose timeframe has been mentioned which indicates that the prospect does not want to go live until several months down the line.
2. The prospect's timeline has not been discussed, but a loose timeframe in the coming months has been mentioned; 'we would ideally like a solution to go live at some point in Q2'.
3. The prospect has agreed a general timeframe for when the implementation of your product or service would take place; i.e. 'we would like to have a solution in place by March'.
4. The prospect has spoken about when the implementation of your product or service will take place, but the need for the solution dictates immediate action; i.e. 'in the first week of February, if possible'.
5. The prospect has openly spoken about their timeline, there is a definite date set in stone of when the implementation of your product or service will take place as there is the need for the solution dictates immediate action; i.e. 'we will go live on the 5th of February'.

# B.A.N.T.

B: BUDGET

A: AUTHORITY

N: NEED

T: TIMELINE



## Totals:

0-5.	Cold
6-10.	Lukewarm
11-15.	Warmer
16-20.	Should sign imminently!

## Task 8: Define YOUR B.A.N.T & Review Pipeline

0-5. Cold

6-10. Lukewarm

11-15. Warmer

16-20. Should sign imminently!

# ✓ How to Close More Sales 😊



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## In summary...

1. Know Your Current Reality.
2. Identify The Sales Funnel Stages.
3. Work Out The Numbers & Ratio's.
4. Who's Your Ideal Customer
5. What will You Say To Them?
6. Make The 'Quick Wins' Happen.
7. What Extra Lead Generation Will You Do?
8. Your B.A.N.T. Definitions, Then Review Your Sales Pipeline.

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## IMPOSTER SYNDROME

### ROOM 2

- DEFINING AND OVERCOMING IMPOSTER SYNDROME
- CONFIDENCE-BUILDING TOOLS

## AI

### ROOM 1

- EXISTING AI SOLUTIONS
- TAILORING AI TO THE NEEDS OF YOUR BUSINESS

## SME FUNDRAISING OPTIONS

### ROOM 3

- FUNDING OPTIONS
- WHAT PATH IS RIGHT FOR YOU
- BECOME INVESTOR-READY

FUNDED BY



HM Government

DELIVERED BY



SMALL  
BUSINESS  
CHARTER