



The Steps to Scale Sales

Build a Path to Scale Sales?

Many businesses struggle to grow sales.

We help build a sales engine and create record-breaking growth for businesses. We build a path to more sales by:

- ▶ Sales Strategy
 - ▶ Creating a Sales Plan
 - ▶ Finding the Best Customers
 - ▶ Growing Sales
- ▶ Sales Process
- ▶ People- The TEAM
 - ▶ Sales Representatives
 - ▶ Management
- ▶ Sales Execution
 - ▶ Accountability



Creating a Sales Plan
Finding the Best Customers
Growing Sales



Who We Serve?

We help businesses that need help building the right processes, assembling the right team, and putting the right tools in place to grow revenue. Our typical clients look like:

- ▶ Start up to Small to mid-size businesses
- ▶ B2B focused – across all industries
- ▶ Companies experiencing declining or stagnant sales
- ▶ Companies growing too fast with no sales processes or procedures in place
- ▶ Companies that don't have the right sales strategy and don't know where to start to create one
- ▶ Company leader wearing multiple hats with a lack of time to effectively manage their sales team



Sales Catalyst Solutions

- ▶ Founded in 2016
- ▶ Fractional/Outsourced CRO/Sales VP consulting
- ▶ Founded by Kathy Yenke
 - ▶ 18 Years at IBM leading \$1Billion sales organization
 - ▶ Various Executive Sales and Marketing positions at start up and small businesses
- ▶ Utilizes Sales Xceleration's suite of tools, documentation and systems necessary to go to market and help businesses in their community

Kathy Yenke

