

Welcome to February

Featured this month: Sales Pipeline Management | ESFB is back! | Personal vs Personalisation in B2B Sales

We're hoping you all had a strong start to 2024 and are ready to embrace the opportunities and challenges during February.

In this month's newsletter, we're bringing you new insights, strategies, and resources to help your team thrive in the ever-changing world of B2B sales!



Death by Powerpoint... Not with us!!!

Learn all about the sales pipeline and process the Plan. Grow. Do. way!

Our full-day interactive training sessions help your team revolutionise their approach to sales developing their confidence, skills and way of thinking.

What's involved?

- ✓ Your team will cover SPANCOP in depth – the proven, repeatable and scalable sales process.

✓ You'll learn how SPANCOP guides your sales activity and better focuses your sales efforts to deliver improved sales results.

✓ You'll identify ways to track and measure, correct and improve your sales pipeline and build a consistent language across the business.

Learn more about our full-day engaging training sessions.



"The team had a great day with Rob and Steve. Refreshing their knowledge on how to use a sales funnel to best help the customer understand the product they are purchasing and making sure we always exceed customer's expectations."

- Joe Rugg - MEPS International LTD

#ESFB is back!

Eat Sales For Breakfast is back for 2024. Our first session of the year is Thursday 21st March at 09:30am.

Why get involved?

Our ESFB mornings bring B2B Professionals together to grow your network, grow your confidence and grow your sales. Best of all, this is a free event to attend! If you're in the Chesterfield and North-East Derbyshire area, join us for a morning of sales insights and inspiration.

Sign-up for ESFB for free!



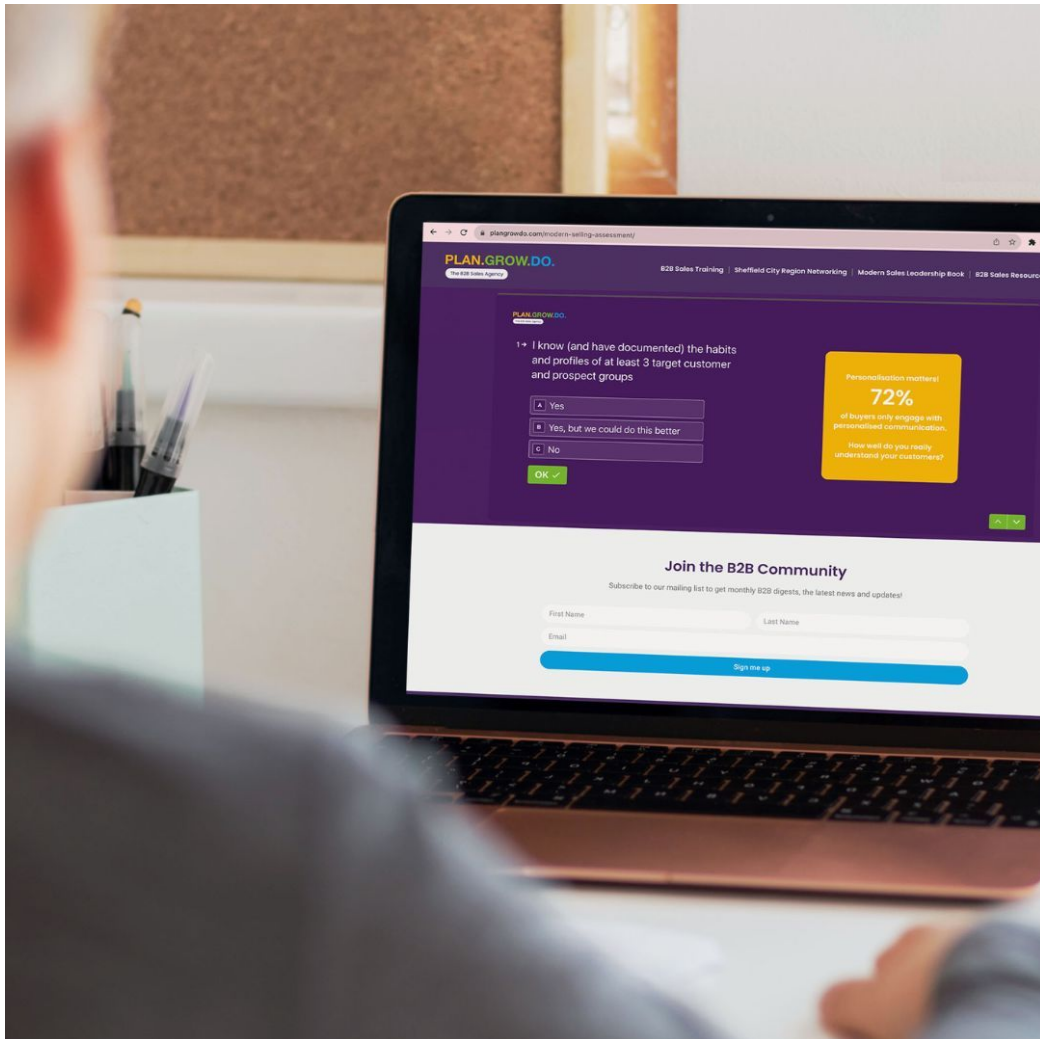
Personal vs Personalisation: How to stay ahead of the changing B2B buying and selling evolution.

In a recent training session, a statement from a seasoned sales professional captured a deep-seated fear that's simmering in the industry: *'Wait, you just said people want personalisation, but you're suggesting they don't want*

me involved? This wasn't just a query; it echoed an underlying anxiety about the future of personal roles in B2B sales in an increasingly digital world.

The concern is real and palpable: as personalisation strategies become more prevalent, driven by data and technology, is there still a place for the human element?

[Read the full article here.](#)



Have you completed our Modern Selling Assessment?

Start the new year with a clear vision of how to improve your sales process with [Plan. Grow. Do's Modern Selling Assessment!](#)

It only takes 2 minutes to complete and we'll then send you a free report with selected sales insights showing you where you should focus to make improvements in your sales activities.

[Get your FREE report!](#)

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