



We Fix Sales Problems

REFERRAL GUIDE

The Small Business Sales Academy drive business growth for Financial Service CEOs and their Sales Leaders by fixing their sales problems.

ABOUT The Small Business Sales Academy drive business growth for Financial Services CEOs and their Sales Leaders by fixing their sales problems.

Typical problems include:



Pressure to achieve numbers and stay ahead of the curve



Seeing old-school, cheap sales tactics being used by salespersons



Driving quarterly revenue growth post covid consistently



Developing the skills of those who have a business development role, but have limited sales knowledge/experience



Retaining and recruiting high-performing salespeople



Up-skilling salespeople to Sales Leader and CEO standards



Relying on sales leaders to drive culture & performance



CEO and Sales Leaders having to get involved in prospect conversations and close deals for salespeople

IDEAL CLIENT FOR THE SBSA

B2B Financial Services organisations, including the following:

Insurance

FinTech

Asset/Wealth/Fund Managers

Accountants

IFAs

Financial Training & Advisory

- Annual turnover £1m-30m
- Recognises the value of training, learning and development
- Appreciates he/she needs to invest £50k-£100k over a 1-2 year period to drive long-term growth. (Typical ROI = 4X their investment).
- Not looking for a quick fix, but a more sustainable way to fix their sales problem.
- Passionate about building a thriving sales culture based on great company values. Not interested in the “boiler room” style of working.
- Open to change and embedding more current/progressive sales strategies, backed by evidence.
- Will trust us to do what we do best - drive growth by fixing their sales problems.

MINI CASE STUDIES

A Leading Financial Broker



The Problem

Wanted to grow but no successful sales team in place.

The Solution: The SBSA Blueprint™

- The SBSA planned, recruited and onboarded the new sales team to ensure the delivery of their new commercial plan.
- The SBSA bespoke Blueprint™ was implemented with the new sales team, giving them a successful structure to acquire new business.



The Result

Increase in conversion rate by 19%.

“James and his team have a passion and drive for sales and have been a partner to our business for some time now. James has helped us plan, recruit, onboard and mentor our sales team and his knowledge, insights and enthusiasm are fantastic. Our team loves working with him and he makes a difference and impact within our business”.



Stuart Lane

Chief Executive Officer

A Leading Wealth Management Firm



The Problem

Business development and sales was a challenge for their investment managers.

The Solution: The SBSA Online Training Programme™

- The SBSA created a bespoke online training programme.
- Focusing on the mindset, skills and processes needed to achieve successful sales results.
- Delivered to 85 investment managers across the United Kingdom.



The Result

Confidence levels are higher.
Several investment managers attributed sales wins to the training provided.

“Charles Stanley and I have worked with James for nearly a year now and I have really enjoyed and benefited from his advice, experience and ideas. James understands the dynamics of the modern business and sales world that we operate in and uses this knowledge to provide insights which have made a real difference in the work we do.

Personally, he had been a fantastic mentor to me and I know our team of Investment Managers across the country have really enjoyed and grown from the training he and his team have delivered.”



Sean Osborne

Group Head of Sales

A LEADING INSURANCE BROKER



The Problem

Business development and sales was a challenge for their investment managers.

The Solution: The SBSA Sales Audit™

- The Conducted an SBSA Sales Audit™ which defined the gaps and challenges within the business.
- Implications of not doing this audit- commercial damage, unhappy sales culture, no growth plan.

The Result



- This is an ongoing project
- Early findings have been adopted by mgt
- Next step- building a sales academy to support recruitment, retention and revenue growth.



James White

Founder of the SBSA
james@thesbsa.com

James White is the CEO and Founder of the SBSA. He is a keynote speaker, author, trainer and mentor for CEOs and Sales Leaders in the B2B professional services sector. With over 25 years of sales and marketing experience including 16 in running his own businesses, James knows what it takes to achieve business success.

James devotes a lot of his time and energy to sharing content and resources with his audience via social media platforms including LinkedIn, YouTube, TikTok and Insta. He is also a keynote speaker who will energise, inspire and inject useful sales knowledge your sale team can embed immediately.



Nisha Vyas-Joseph

Mentor & Head of Sales
nisha@thesbsa.com

Nisha Vyas-Joseph serves as the Head of Sales and Mentor at The SBSA. Her passion for building businesses began straight out of university when she set up a food trailer selling vegetarian meals to city workers in London. Two years later, at the age of 25, she opened an Indian vegetarian restaurant in the middle of Soho.

Since then, Nisha has accumulated 10+ years of experience selling into the banking & finance, education and fashion industries, leading global sales teams turning over £2m+ a year. She has also built two businesses in the B2B sector. She'll be the first to share stories of the mistakes she's made in business with the aim to help others on their journey.

CONTACT

 +44 (0)800 046 1651

 hello@thesbsa.com

 www.thesbsa.com

SOCIALS

 <https://www.facebook.com/SmallBusinessSalesAcademy>

 <https://www.linkedin.com/in/jameswhitesales/>

 <https://www.youtube.com/c/JamesWhiteSales/videos>