

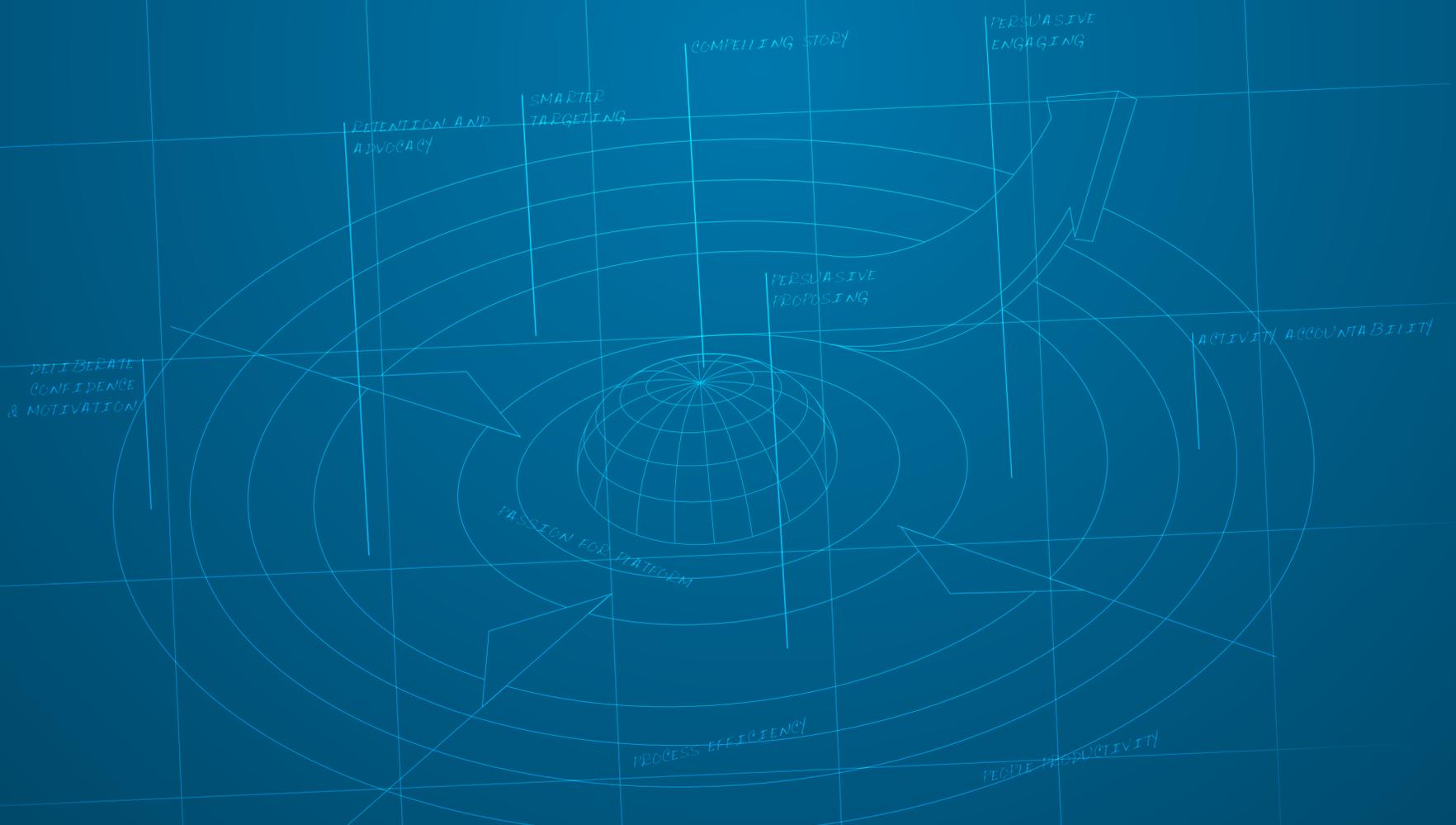


DEAN MANNIX

SELL **MORE** ETHICALLY



SALES GROWTH BLUEPRINT



**UNLEASH THE 7
SALES GROWTH ACCELERANTS**

For over 20 years I've been lucky enough to work with the best sales people from the best companies in over 25 countries around the world.

I've never really had a title beyond my name, but through successful project after project (and lot of hard work), I became the guy that "got the call" when a team, division or entire company was struggling to break through sales performance barriers.

And those calls came from companies like Goldman Sachs, Newscorp, Oracle, Nomura, Canon, Coca-Cola, Morgan Stanley, JP Morgan, UBS, the Boston Consulting Group and so many other amazing companies that dominated their markets.

I've been paid literally tens of millions of dollars to help companies "make" more money.

I've done that by helping them activate what I call the 3P's.

But that's not where the real joy for me has come from.

What's motivated me is helping their front line salespeople.

Building their skills, helping them to focus more effectively and giving them the confidence required to EARN more money.

And importantly, showing them how to do this with less stress, better connection to their customers and a commitment to doing the right thing by the customers and clients they choose to serve.

That's what I want for all salespeople (including small business owners).

That's what I want for you.

I want you to leverage the 7 sales growth accelerants I've identified over those 20 plus years.

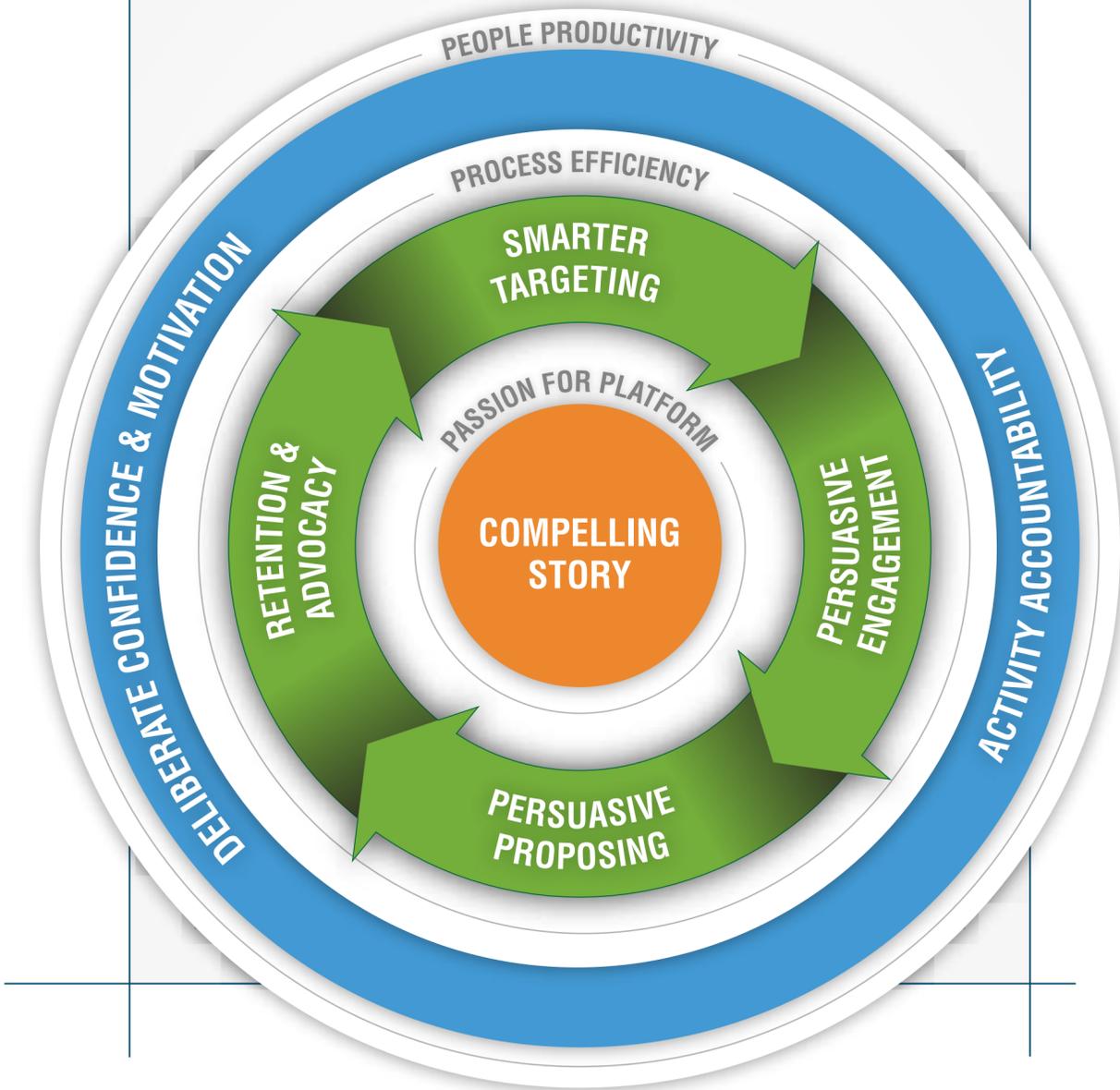
7 areas of sales strategy that have the power to accelerate sales growth immediately, no matter what you're selling.

And that's what I'll share with you in this eBook.

Very Best,

Dean Mannix

7 SALES GROWTH ACCELERANTS



Defn.

ACCELERANT: A substance used to accelerate a process



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P #1 Passion for Platform

Where you work and what you sell is the “platform” you’ve chosen.

The platform that determines how you improve the lives of those you sell to.

The platform that determines how much control you have over the way you use your time.

The platform that determines who you’re surrounded by.

The platform that impacts you mentally, emotionally, physically and financially every day.

Reflect on what you think and how YOU feel about that platform...

How passionate are you about the company you work for?

How passionate are you about the solution or product you sell?

How passionate are you about the difference it makes in the lives of the people you sell it to?

How passionate are you about sales success and the difference that will make in your personal life?

Your customers' and prospects' passion for purchasing, is a reflection of your passion for platform, and your ability to express that passion.

PASSION

A willingness to
suffer or sacrifice



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Accelerant #1

THE COMPELLING STORY

How Compelling is Your Story?

At the heart of your Sales Growth Blueprint is your compelling story.

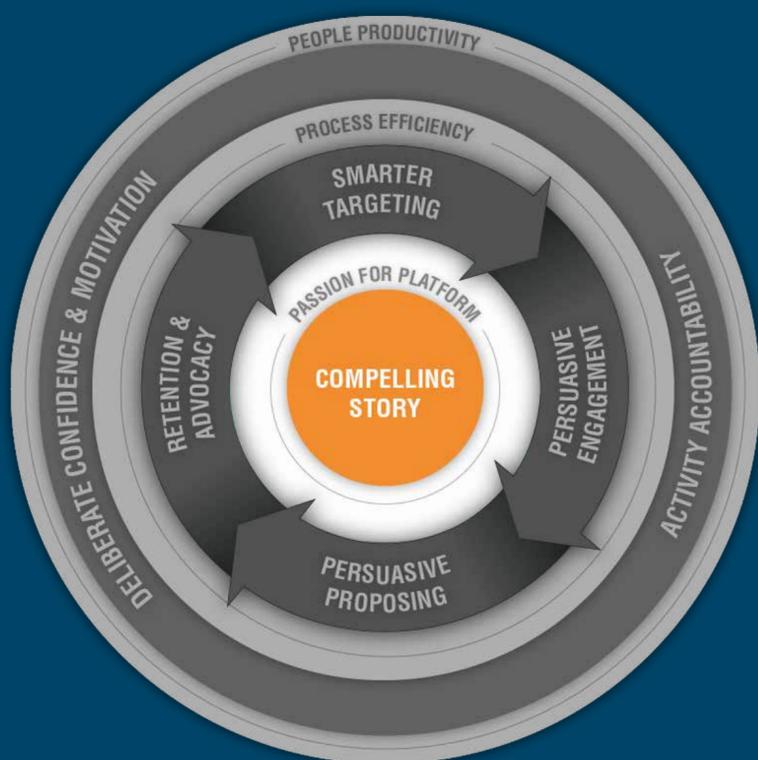
This is the story people tell themselves as they purchase your product or solution.

This is the story you share with prospects, your networks and existing customers.

This is the story you tell yourself about the value your product or solution offers to your customers.

This is the story you tell yourself about your personal value in your market.

And this is the story you motivate yourself with, to leave the “safety” of your bed, to head out into the world and make sales.



Reflection Point

How compelling is your story,
and how compelled do you feel
to share it each day?



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Accelerant #1

THE COMPELLING STORY

What Makes Stories More Compelling?

In every great story, there are heroes and villains.

A “villain” could be a challenge. It could be an injustice. It could be a person or a “thing”.

But no matter what, our value and admiration for the hero is determined by the villain they must defeat.

The more we hate the villain, the more we want the hero to win.

Benefits are heroes.

Customer problems, challenges, risks and limitations are villains.

You must build your compelling story around slaying those villains.

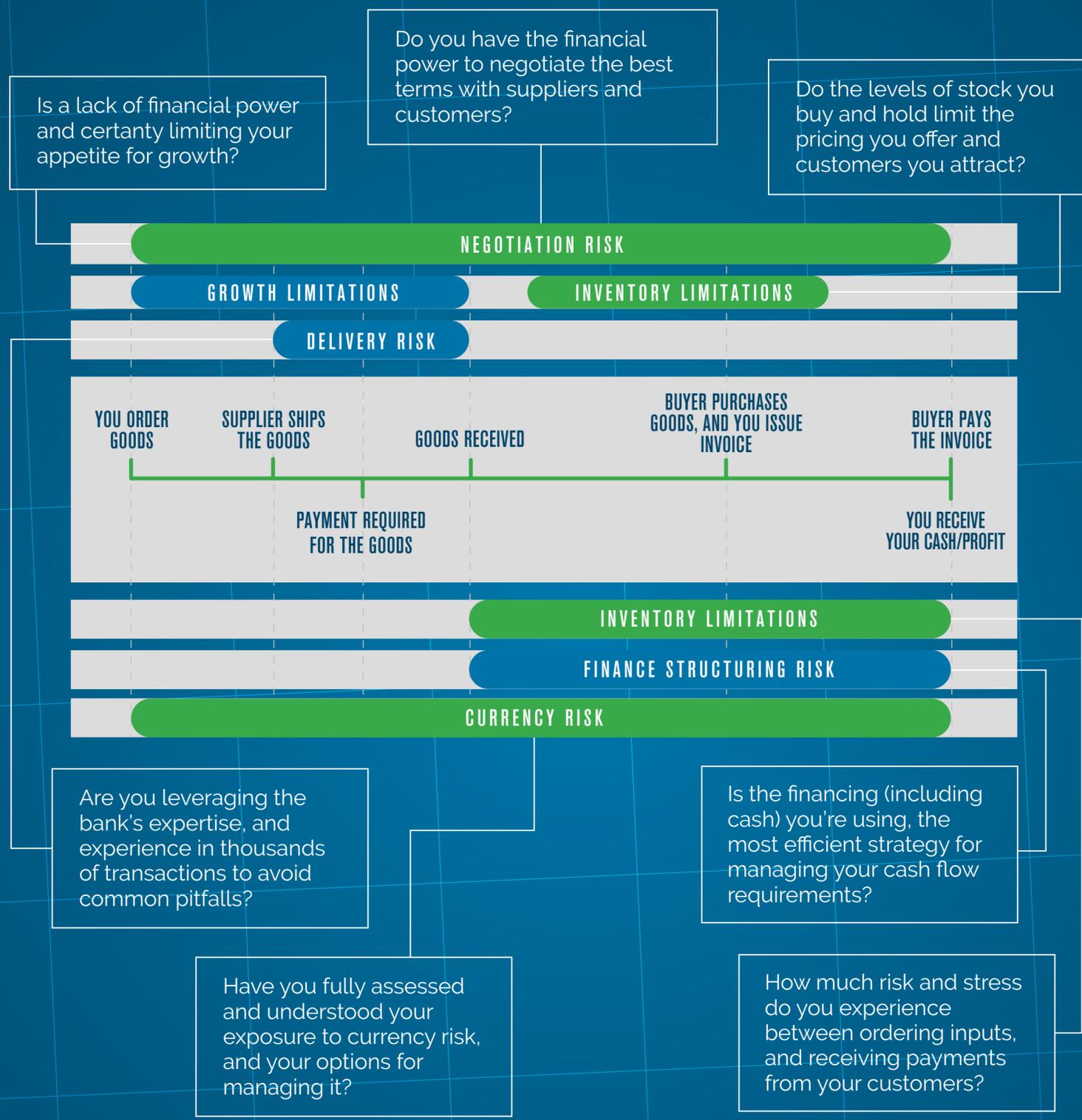
Reflection Point

Is the story you share with prospective customers focused on the heroes or the villains?



Example (Trade Finance)

VISUALISING THE “VILLAINS”



Make it easier to tell and sell your compelling story...

Accelerant #1

THE COMPELLING STORY

Know How You Compete and Align Your Sales Strategies

Why doesn't Apple discount?

Why does Aldi choose NOT to have as broad a product range, as its competitors?

Why does Disney spend so much money training its people to create amazing customer experiences for its guests?

They make these choices, because they know what their competitive advantage is. They make these choices because they improve their ability to make sales at a profit.

You cannot get rich selling the best product, with the best service, to customer's only willing to pay the lowest price. Let me explain...

Apple competes through amazing product design and a brand that impacts customers at an identity level. Discounting their products as part of their sales strategy would damage their brand. It would force them to sacrifice product innovation and quality. They refuse to make discounting part of their sales strategy. Instead they spend a very large percentage of their gross margins on convincing people that they should not expect a discount. They build stores that make it intimidating to ask for a discount. They create packaging that radically increases the perceived value of their products.

If difference and quality are part of your compelling story, everything about the way you sell must reflect that difference and quality.



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Aldi competes through lower prices. If they can't be the cheapest they don't sell a product. If a customer wants a broad range of products they go to a more expensive competitor. If they want "cheapest", they go to Aldi. All of Aldi's sales efforts focus on making sure everyone in their market knows that they are the cheapest. Every Aldi customer proudly sells their friend on the fantastic bargain they got at Aldi.

Here's a very big tip - if you're not the cheapest in your market, STOP making discounts and lower pricing the "hero" of your sales story.

Disney has significantly more competitors than most realise. It's not the cheapest theme park. Its rides and attractions are not very different to other theme parks. And yet, Disney's return customer rate is significantly higher than the industry average, making it significantly more profitable than other competitors. Disney competes with service that makes people want to return. Their compelling story is the stories their customers tell others about the amazing Disney experiences they've enjoyed. Amazing customer experiences turn every visitor into a Disney salesperson.

If service is at the core of your compelling story you MUST make amazing service experiences part of your sales process.

Reflection Point

What are you doing in the sales process that is NOT aligned to your genuine competitive advantage?



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Accelerant #1

THE COMPELLING STORY

How Compelling is the Customer's Story About YOU?

How much preference do people have for buying from YOU?

If part of your competitive advantage is the person you are, what is it about you that causes people to prefer you over others?

Are you genuinely more likeable? How do you know this is the case?

Are you smarter in ways that matter to your target customers? What do you know that others don't?

Are you more connected to your market than others? What is it about your network that delivers value to your target customers?

Are the experiences people have in buying from you and being serviced by you differentiating you?

The person you are, can and should be a major competitive advantage. Is it?

Reflection Point

What are you doing or what have you done that makes you more valuable as a person to buy from?



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Example

DEVELOPMENT PLANNING TOOL FOR INCREASING PERSONAL VALUE PROPOSITION

HEROIC ATTRIBUTES How can I be of value to my target customers?	DETAILS	VALUE BUILDING STRATEGIES What can I build into my WILO that will ensure I consistently become more valuable this year?
Problems I can and have solved for people?		
People in my network that can also help them?		
Knowledge and resources I can share with them?		
Experiences I can create and share with them?		
Aspiration and inspiration I can deliver as part of the relationship		

Accelerant #1

THE COMPELLING STORY

What Compels You To Do What You Do?

What motivates you to sell the product or service you provide to your target customers?

What is it about your solution, the way you sell it and the way you deliver it that makes you passionate about ensuring people buy from you?

When you miss out on a sale, does the emotional hurt relate to what you've missed out on, or what you believe the customer has missed out on?

Do you truly believe that you offer a better solution?

What would have to happen or change, for you to believe that?

Are you motivated by your boss's budget and paying the bills or are you motivated by your own personal goals?

How strong is the connection between success in sales and what you care about personally?



Reflection Point

Do you have a calling, or a “job”/ business that pays the bills?



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P #2 Process Efficiency

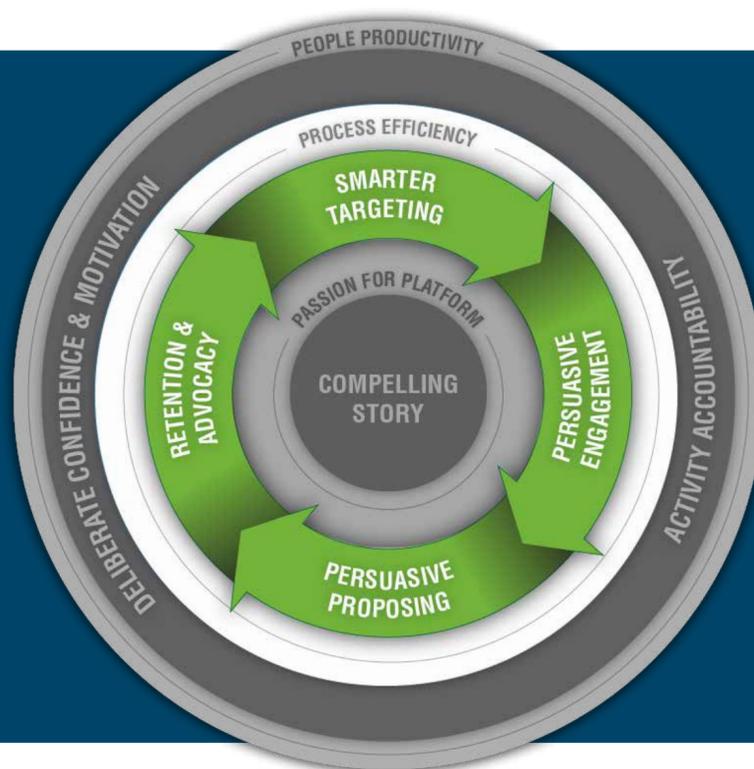
The sales problems and challenges you are facing each day, are more likely to be caused by inefficient processes, than the person you are, or the people you have hired.

Your time and energy are resources that must be valued. If you truly value them, you must commit time and energy to improving efficiencies in the four drivers of sales revenue.

1. The quantity and quality of leads entering your pipeline
2. The efficiency of qualification and deal velocity within the pipeline
3. The efficiency of conversion and conversion margins
4. The leverage developed through customer retention, growth and advocacy

What would a McDonald's hamburger look and taste like, if their process efficiency resembled yours?

Where are the most obvious opportunities to improve your efficiency?



Accelerant #2

SMARTER TARGETING

What Criteria Are You Using To Choose Your Ideal Customer?

What drives your targeting strategy?

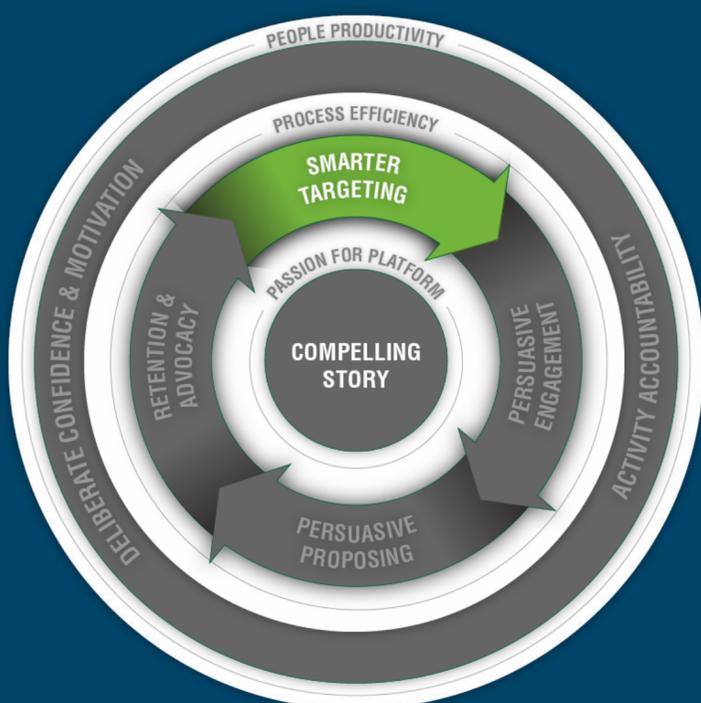
Are you focused on what you have to gain or what you have to give?

Are you leveraging the power of focus and specialisation to give you a competitive advantage or is your focus determined by the random opportunities that present themselves each day?

Do you define an ideal target customer by your ability to solve their problems and meet their needs or by the amount of revenue you believe you can take from the transaction?

Do you effectively target all the opportunities a customer and their network have to offer or are you constantly moving on to the next prospect and campaign?

Do you find it easy to build prospect lists and identify how to effectively communicate with and reach those prospects?



Reflection Point

Is the way you're defining your ideal customer enabling you to consistently fill the pipeline and reach out to people you believe you can help?



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Accelerant #3 PERSUASIVE ENGAGEMENT

Are Your Engagement Strategies Motivating You To Market?

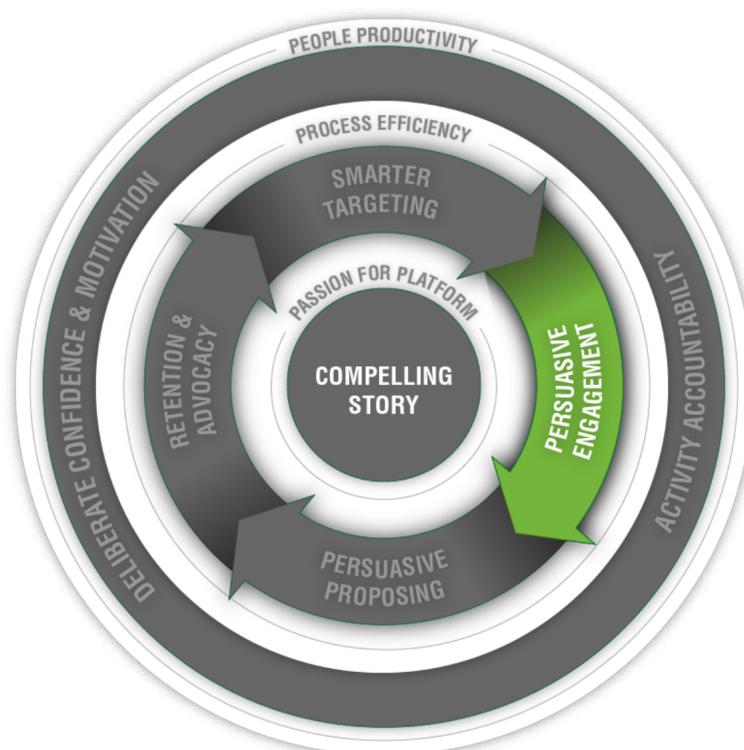
A lack of salesperson marketing activity is more likely to be caused by a lack of motivation than a lack of desire.

If the most fun part of the sales “job” is meeting and connecting with new people, why is this the least likely thing you will be doing today?

The root of this “laziness” is a lack of belief in the value you have to deliver in this part of the sales process. A lack of what I refer to, as a “credible reason”.

If the reason you are reaching out to your target market is because you need to make budget this month, don't be surprised if you're NOT motivated to spend time on marketing activity. And definitely don't be surprised if people in your target market are not excited to speak or engage with you.

But if I told you every new customer this month would get a free first-class trip around the world with any purchase, you would be motivated to call every prospect in your pipeline and probably quite a few more people in your market. [continue on next page](#)



So what do you do without the first-class trip?

You identify, curate and/or create engagement strategies that focus on the needs and concerns of your target customers.

These can be tangible (e.g. articles they may find interesting/ valuable) or intangible (e.g. a process you take them through, that educates them on something they value).

Salespeople and businesses that focus their energy and resources on identifying, curating, creating and sharing credible reasons each month, tend to find they are significantly more motivated to consistently engage in marketing activity that fills the pipeline.



Reflection Point

From your target customers' point of view, how credible are the reasons you are using to engage with them?



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Accelerant #3

PERSUASIVE ENGAGEMENT

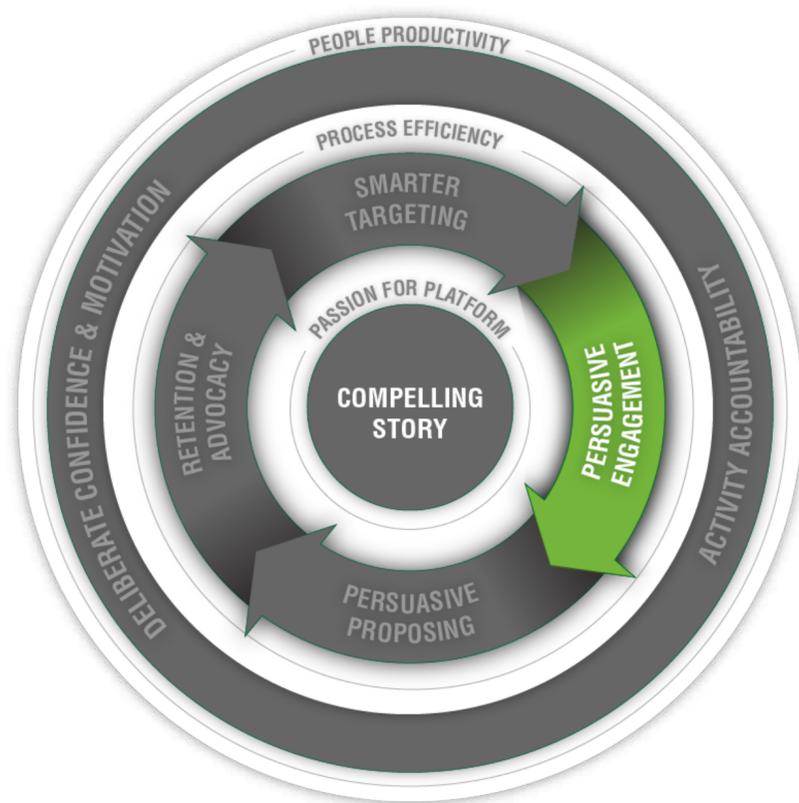
Are Your Skill Levels Promoting the Confidence Required to Enjoy Prospecting?

People who believe they are skilled at prospecting do more of it, enjoy it and prioritise it.

The same can be said for outbound calling, outbound engagement through LinkedIn, referral conversations with third parties, networking and other activities used to fill the pipeline.

The biggest challenge with developing skills and being performance coached in these areas is a lack of process.

It is very easy to get practice. There is an unlimited number of opportunities to practice these skills. [continue on next page](#)



But without a clear process, skill development is challenging. Defining what could or needs to be improved is challenging. Providing constructive and valuable feedback is difficult, if not impossible. And collecting, sharing and capturing best practice is very unlikely.

There are proven processes for all of these skills.

Process is the key to developing the confidence required to increase the quantity and quality of your engagement activity and results.

Reflection Point

How robust is your process for each of your key engagement activities?

What impact is a lack of process in these activities having on your skill levels and confidence?



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Case Study

STRATEGIC AND CUSTOMER-CENTRIC APPROACH TO OUTBOUND ENGAGEMENT



Our client had great information enabling them to identify prospective mortgage customers and a competitive offering, but was finding it challenging to motivate branch staff to call prospects. The core issue was call reluctance on the part of their lenders to make the calls because they had experienced poor conversion ratios when calls were made.



Provided specific scripts and strategies, including a positive “surprise”, securing appointments and handling potential objections.



Developed a national scripting exercise to create buy-in and challenged leaders to engage.



Provided online video-based training on call structure, and scripting that was rolled out by Branch Managers.



Highlighted best practice ideas nationally and recognised efforts across the business.



Provided a structure for outbound calls.



Provided one-on-one coaching support for Branch Managers in executing an intensive campaign.



Significant increase in **outbound calling confidence, call levels** and **positive responses** from customers

\$75M

Approved lending secured via campaign

6X+

increase in call to meeting conversion

25%+

Connection to meeting conversion



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Accelerant #4

PERSUASIVE PROPOSING

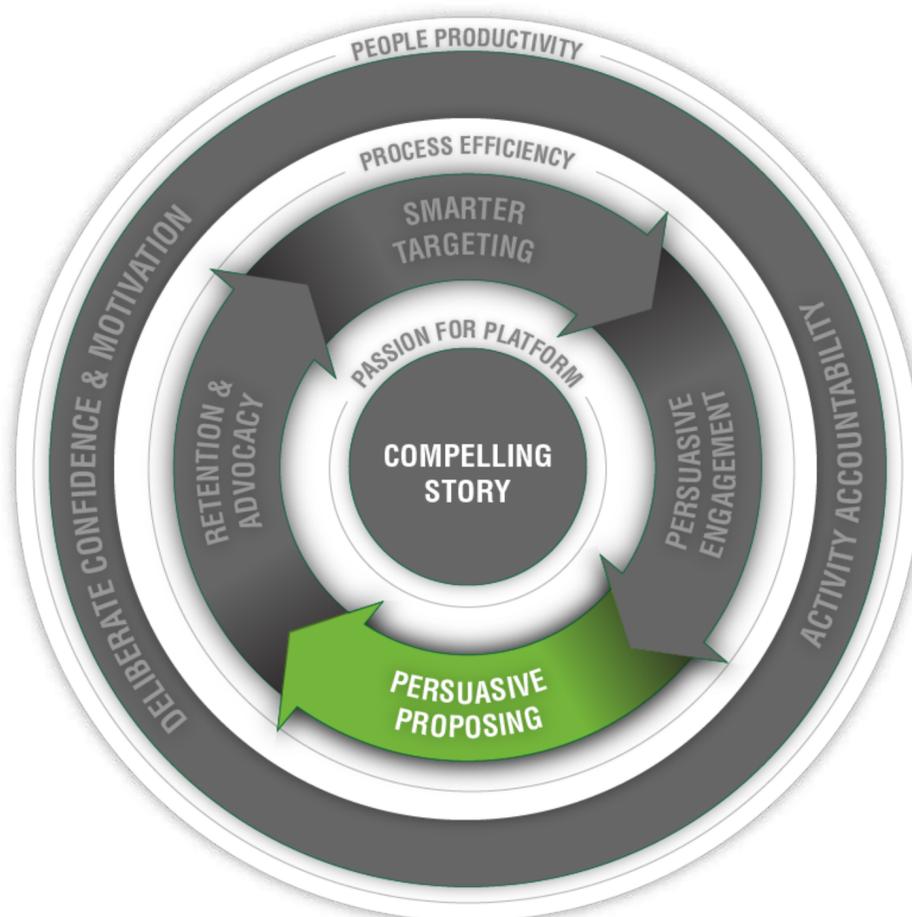
Are You Increasing the Probability of “Yes” and Decreasing the Probability of “No”?

How much science are you applying to the way you propose the purchase of your product or solution?

Does the way you present your solution or product subconsciously increase the probability prospective customers will object, prefer alternatives or simply avoid making a decision?

Do you understand the difference between system 1 and system 2 thinking and what you can do to promote the ideal mental state for purchasing?

[continue on next page](#) →



There is over 70 years of research on the science of influence and persuasion. Hundreds of ETHICAL and proven ways to improve the way you write, present and ask for decisions on the solutions and the products you offer.

How much of that science are you applying?

Do you effectively create a perception of value delivery throughout the sales process? Are you effectively translating that value into preference for your solution and an obligation to share information and access?

Are you using comparisons that simplify customer decision making and promote your solution in the best possible light? Are you developing trust across both dimensions of rapport AND credibility? Are you making solution purchase an emotional decision? Is the way you're selling reducing the probability of concerns and objections at the time of decision making? Are you promoting decision making and commitment throughout the purchasing journey or are you relying on the hard close and objection handling?

And I could go on.

If you can't easily answer these types of questions, it is highly probable the way you propose solutions increases the number of "No's" you're experiencing.



Reflection Point

How much time and effort have you put in to improving the persuasive efficiency of the way you propose and present your solutions?



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Example

PLANNING AND COACHING TOOL- CUSTOMER-CENTRIC SOLUTION PRESENTATIONS

PERSUASIVE SOLUTION PRESENTATIONS

- Start with personal engagement to reconfirm the connection/ relationship
- Start with the customer – prove you've listened/ understood
- Reconfirm the problems (villains) THEY face
- Reconfirm the costs and consequences (now and into the future), of the problems by REPEATING what THEY have told you
- Confirm THEY agree the problems are worth solving, and any other commitments THEY have made
- Confirm what THEY have told you the ideal solution THEY want is
- Seek agreement throughout the presentation and handle objections/ concerns/ confusion one at a time
- KNOW your close and your bargaining strategies BEFORE entering the solution presentation



Accelerant #5 RETENTION AND REFERRALS

Are You Delivering the Ongoing Value Required for Loyalty and Advocacy?

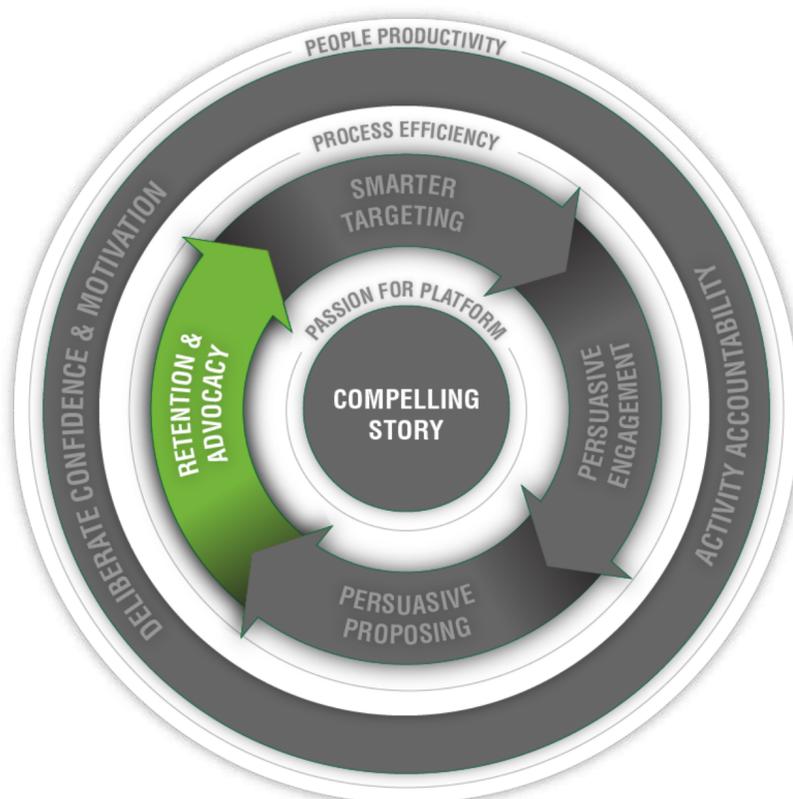
How much pro-active retention activity is in your diary this week?

If it really is 5 times easier to sell to an existing customer, why do most salespeople allow their existing customer activity to be determined by the random requests of existing customers?

Are you developing your retention strategy with a systematic approach to the opportunities you have to create value, throughout the year? Or is your activity driven by the need to save customer relationships, when they have problems with your solution and ongoing lack of service?

As a starting point, consider what percentage of the year's planned revenue will flow from your existing relationships.

If you allocated that percentage of your time to providing value to existing customers, how many days per week would that be? [continue on next page](#) →



Consider what the growth opportunities are within existing customers to sell more, by meeting more of those customer's needs.

If you allocated pipeline priority to that opportunity, allowing for a 5 times higher conversion probability, what would the appropriate amount of time and energy be to spend on delivering value and education to those customers?

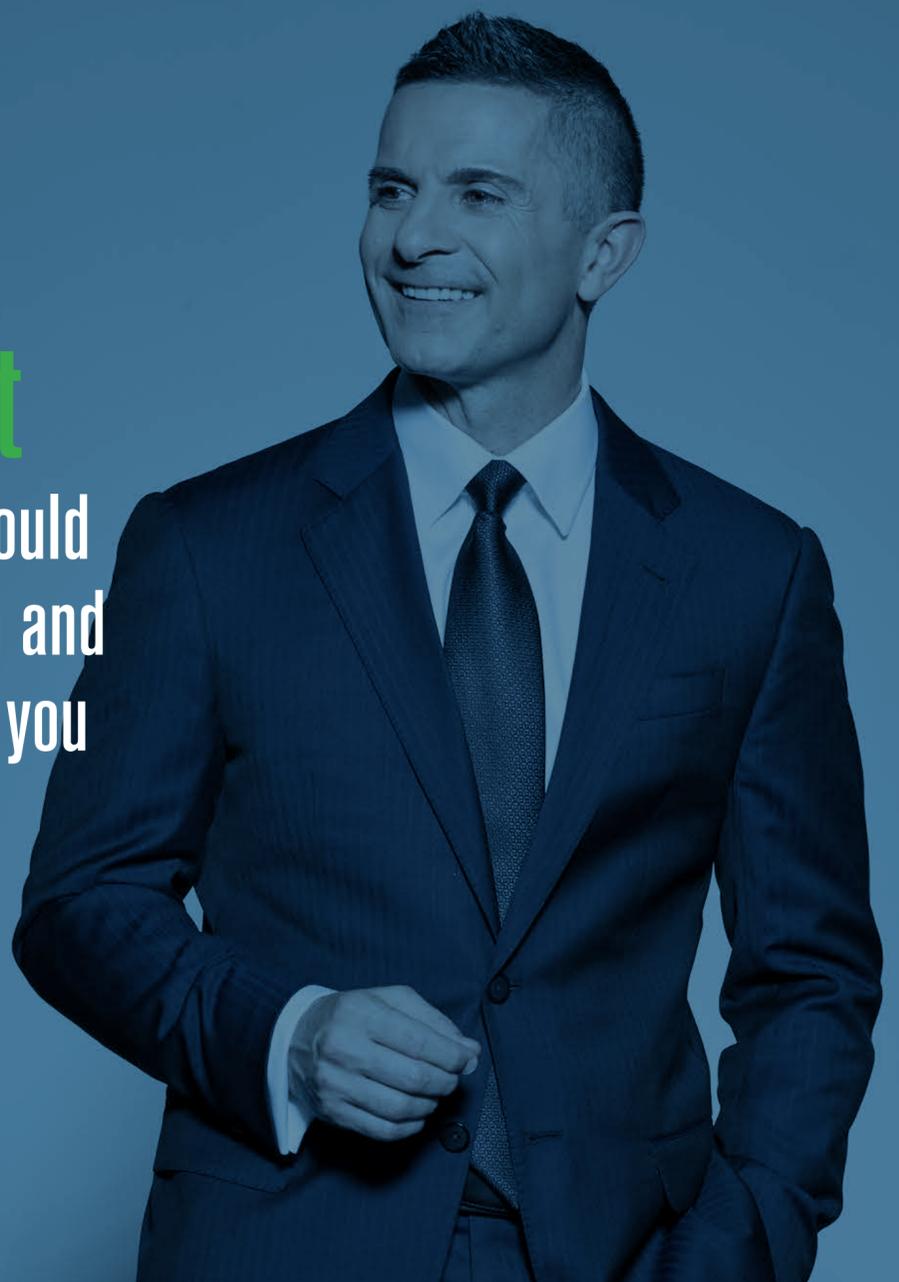
What impact would that have on the likelihood of those customers to refer?

And given a referred lead is approximately 4 times more likely to convert to a new customer, how much of your marketing and prospecting time and resource should be allocated to activating your existing customers as referrers?

If you're not allocating time efficiently to these activities, is it a lack of planning, a lack of confidence, a lack of skills and/or a lack of discipline and accountability that's causing this?

Reflection Point

How much time and effort should you be allocating to retention and referral activity, and why are you missing the value in this opportunity?



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Case Study

THE CHALLENGE

In an environment of low growth and depressed valuations, our client's strategy was highly dependent on competing for new customers. The challenge was that very few new customer meetings were happening and their people were finding it challenging to approach and secure new customer opportunities.



Lack of Pipeline Growth



Depressed Valuations

A BETTER REFERRAL SOLUTION



Developed referral growth strategy and defined key activity drivers to be coached and measured



Leveraged online delivery of Referral Generation skill building program deployed in fortnightly sales meetings



Drove accountability via ongoing coaching of the Sales Manager



Online social sharing of best practices, wins, follow-through, activity, results and coaching in real-time with mobile access



Delivered ongoing and ad-hoc phone coaching to specific front-line team members to build confidence in implementing the skills learnt



Provided a clear learning pathway for the campaign and expectations around commitment from the beginning

RESULTS IN JUST 8 WEEKS

46.8%

referral discussion to referral

\$10M+

referral lending opportunities approved per Relationship Manager

\$2.5M+

referral deposit opportunities secured per Relationship Manager



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P #3 People Productivity

Most people have discipline.

They turn up to work at pretty close to the required time, and stay there until pretty close to the required time.

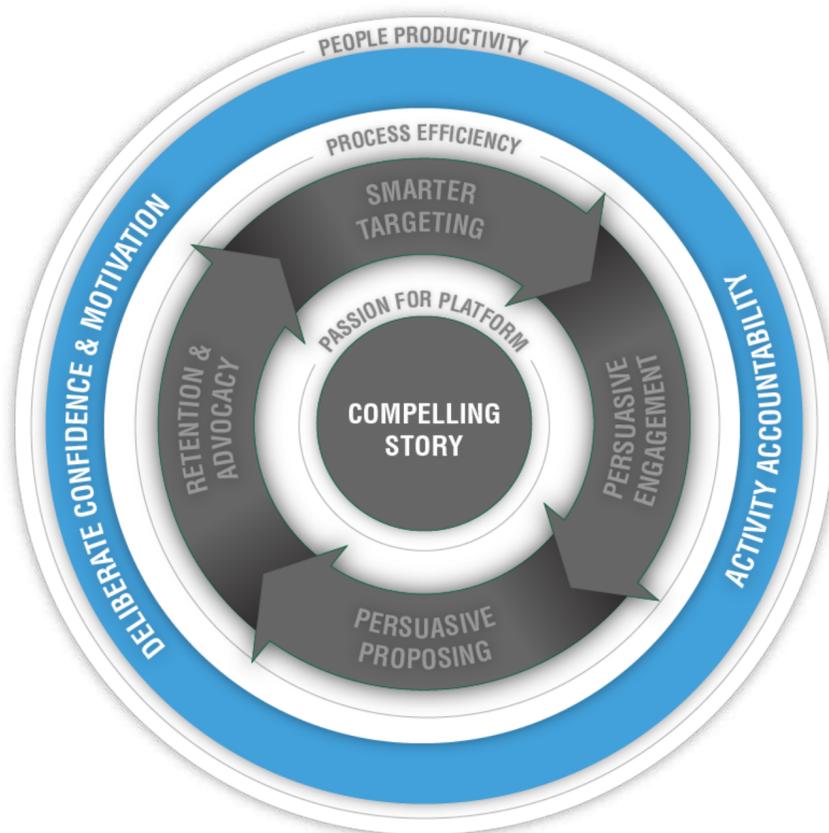
Generally sales performance issues are not “discipline” issues.

From a people perspective, sales performance issues are more likely to be related to motivation, performance and/or focus.

It is not the amount of time you spend at “work” that determines your sales success.

It is what you do with the hours you spend “at work” and the intensity, commitment and focus applied throughout each moment of the day.

You must take control of the drivers of your confidence and motivation and you must develop structure and accountability to promote the right activity and sales habits.



Accelerant #6

DELIBERATE CONFIDENCE AND MOTIVATION

Are You Promoting a Sales Growth Mindset?

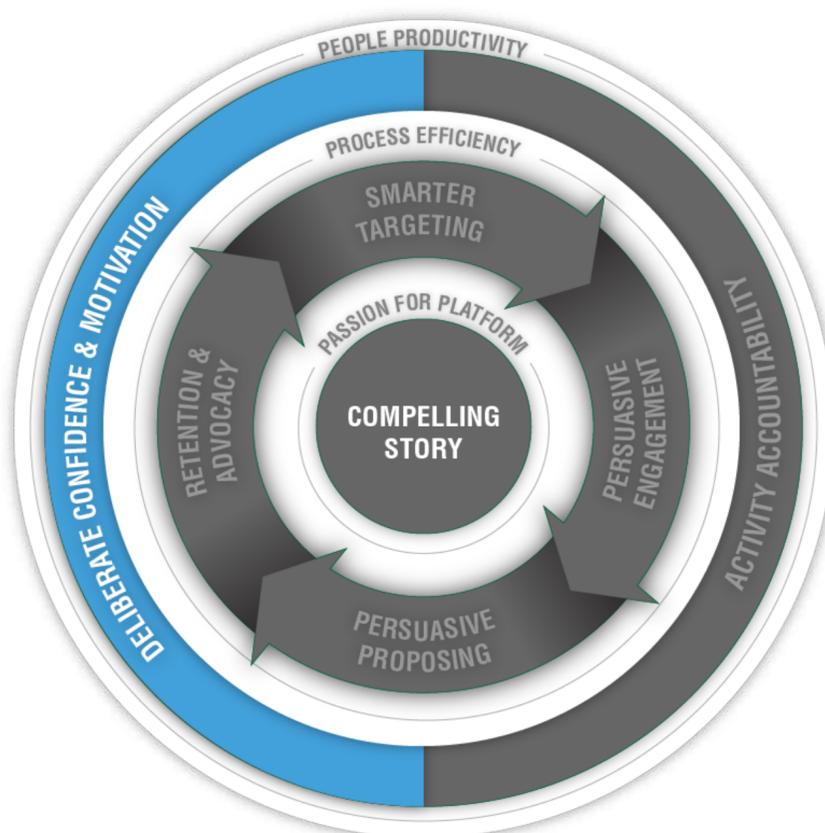
If sales is a confidence game, it's critical that you become a student and master of building and maintaining your confidence.

You must develop a set of beliefs and expectations that support success.

Do you believe in the value your solution has to offer? Do you have an expectation that people's lives will be improved if they buy your solution? Do you expect people to respond positively to your engagement efforts? Do you think of yourself as a person that people would want to spend time with, buy from and recommend to others?

Without these core beliefs you will never achieve your potential.

And without the deliberate practice of confidence building strategies, you are very unlikely to develop these core beliefs to the level that generates both confidence and resilience in any sales situation. [continue on next page](#)



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There is not a solution or company in the world I have come across that genuinely converts more than half of the potential leads engaged into new customers.

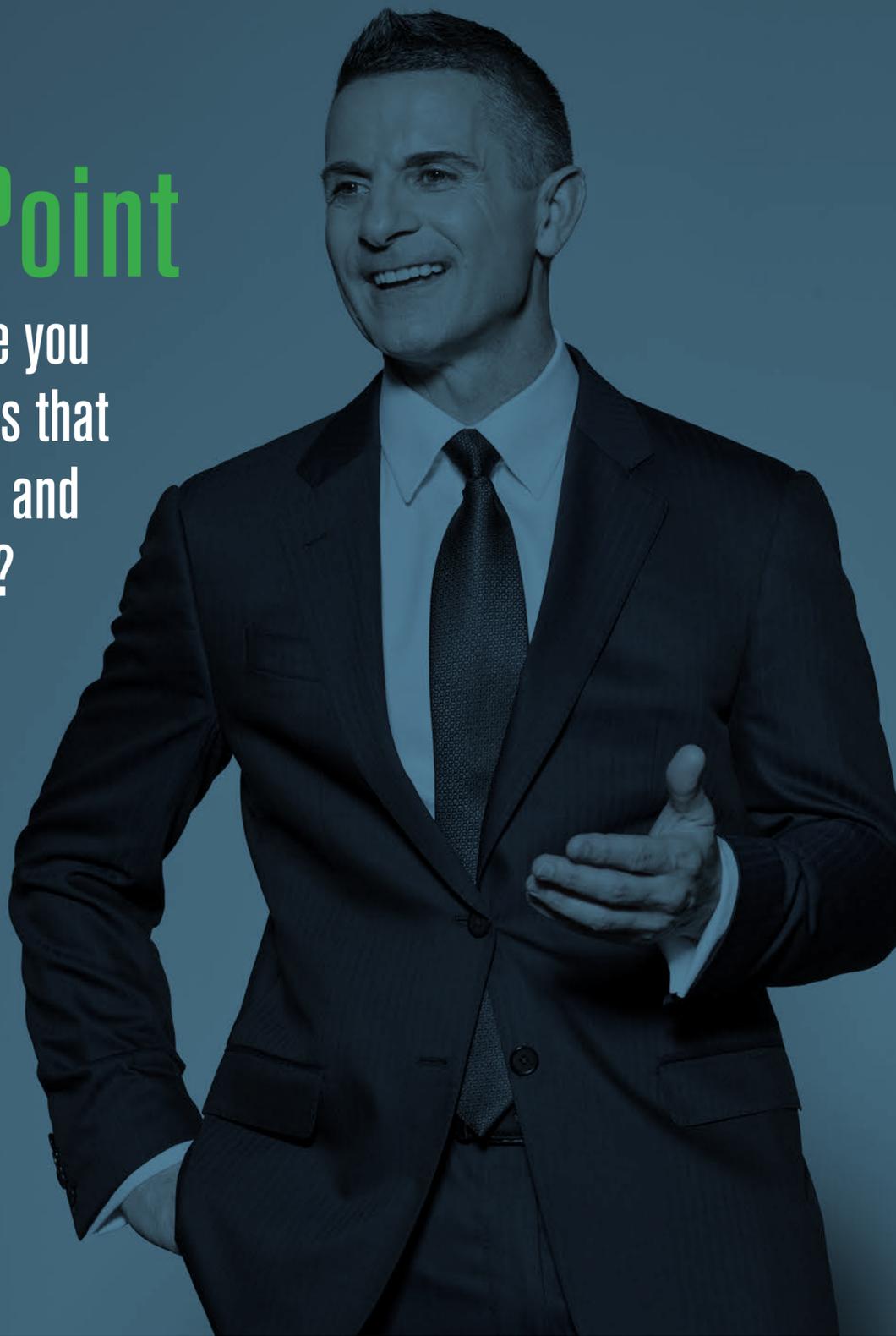
So - to be successful at sales you must be willing to fail often. You must "fail" more often than you succeed. And you must be able to perform inside all of that failure to take advantage of the opportunities that are likely to convert.

.Are you mentally processing and interpreting your results effectively?

The ability to maintain confidence and resilience in this environment is not a natural behaviour and this is why the skill of confidence and developing a sales growth mindset is arguably the most important sales skill of all.

Reflection Point

Do you understand, and are you taking control of the factors that determine your confidence and resilience on a daily basis?



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Accelerant #6

DELIBERATE CONFIDENCE AND MOTIVATION

Are You Mentally Programmed to Survive or Thrive?

When it comes to performance, nature is NOT your friend.

Nature set us up to survive. To earn enough to pay the bills. To do enough to keep our jobs. To satisfy the needs of customers, and reactively solve problems that are brought to us.

Nature wants us to use as little energy and take as little risk as possible because nature considers survival, success.

To outperform the masses and escape mediocrity, we must CHOOSE to deliberately and consistently motivate ourselves beyond survival. We must choose to thrive.

The good news is the mental processes and strategies for breaking free of nature have been mapped.

Nature is not your only performance enemy.

The organisation you work for has not set targets for you that are aligned to you breaking free of mediocrity. Their targets are built around their goals and are very unlikely to result in you achieving much more than paying the bills, and going on a nice holiday once a year.

To break free of mediocrity, you MUST make success personal!



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How clearly defined are YOUR goals?

How aligned is performance in your sales role, to those personal goals?

How effectively are you using goal setting and other motivational strategies, to outperform on a daily basis?

Are you subconsciously surviving or are you deliberately thriving?

#BETTERSALESLIFE

Reflection Point

What could you do today to take greater control of, and responsibility for your motivation?



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Accelerant #7

ACTIVITY ACCOUNTABILITY

Are You Maximising ROE?

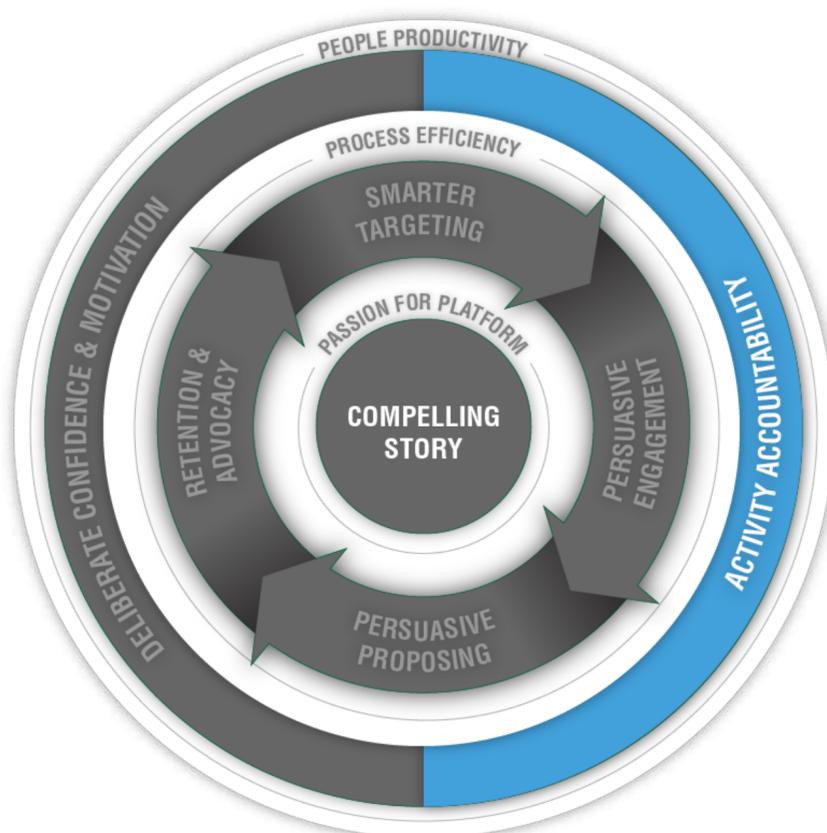
What we get paid is determined by a combination of the amount of value we create for others AND our ability to capture our fair share of that value.

Every day, you and I put out a certain amount of effort and energy to create value for our customers, the company we work for, our colleagues and the others involved in our networks.

And ideally, we get a return for the value created through that effort and energy.

But not every activity provides the same amount of return.

Ten phone meetings in a day with existing customers, may yield a better return than face-to-face meetings. Or the opposite may be true in your industry. One great event that delivers education value to 20 well-defined prospects may create more value potential, than 200 outbound contacts or LinkedIn posts. Or the opposite may be true in your industry. [continue on next page](#)



Not every customer has the same amount of value potential.

Spending lots of time with price focused buyers doesn't make much sense, if your product is significantly more expensive because it is higher quality. Spending all your time with the customer that complains the most may be taking you away from the customers that love your solution and are completely happy with what it delivers them.

Not every relationship has the same amount of value potential. A third party with a small network and a strong belief in the value of your solution, is likely to generate significantly more value than another with a large network and a lack of passion for you and your solution.

You must consciously understand where you can create and capture the highest returns for your effort and energy each day. And you must plan to ensure that is where the majority of your time is focused.

Reflection Point

Where do you get the best return on effort/energy, and how are you ensuring this is where the majority of your time is spent?



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Example

ACTIVITY PLANNING USING A WILO (WEEK IN THE LIFE OF) TOOL

FREEDOM WITHIN THE FRAMEWORK

	Monday	Tuesday	Wednesday	Thursday	Friday
8:00am					
8:30am	Observations/ Side-by-side	Observations/ Side-by-side	Observations/ Side-by-side	Observations/ Side-by-side	Observations/ Side-by-side
9:00am					
9:30am			Team Leader Meeting		
10:00am					
10:30am	Team Leader Meeting	1:1 Observation	Leadership Coaching Meeting	1:1 Observation	1:1 Observation
11:00am		Observe SalesITV Session	Observe SalesITV Session	Observe SalesITV Session	Observe SalesITV Session
11:30am					
12:00pm	Team Leader 1:1 Prep				
12:30pm					
1:00pm		1:1 TM Coaching		1:1 TM Coaching	
1:30pm					
2:00pm					
2:30pm		1:1 Observation		1:1 Observation	
3:00pm	Team Leader 1:1 Prep	Agent Call Listening		Agent Call Listening	
3:30pm			Coaching Success Meeting		Team Leader Meeting
4:00pm					
4:30pm	Coach/Share Best Practice				
5:00pm					
5:30pm					

What does your ideal WILO look like?



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SELL MORE ETHICALLY



SALES GROWTH
BLUEPRINT

ACCELERATE YOUR SALES GROWTH

Coaching – The # 1 Driver of Sales Performance

If you're still reading, I'm assuming this has got you thinking.

I'm hoping it has you "feeling" too!

Feeling like there is an opportunity for you to outperform your market. Feeling like you're committed to making some improvements in the way you approach sales. Feeling like there is a blueprint for success that you can follow, to achieve more with less stress, time and frustration.

Helping salespeople map and execute sales growth strategy is what I've done for the past 20 years, for the best and the biggest enterprises in the world.

The great thing about the success (and financial power) this has delivered for me, is I now have the time to share all of this with you.

I want to be your sales performance coach no matter how small your current earnings are.

If you're committed to improving your sales performance check out the options (including free stuff) at www.deanmannix.com



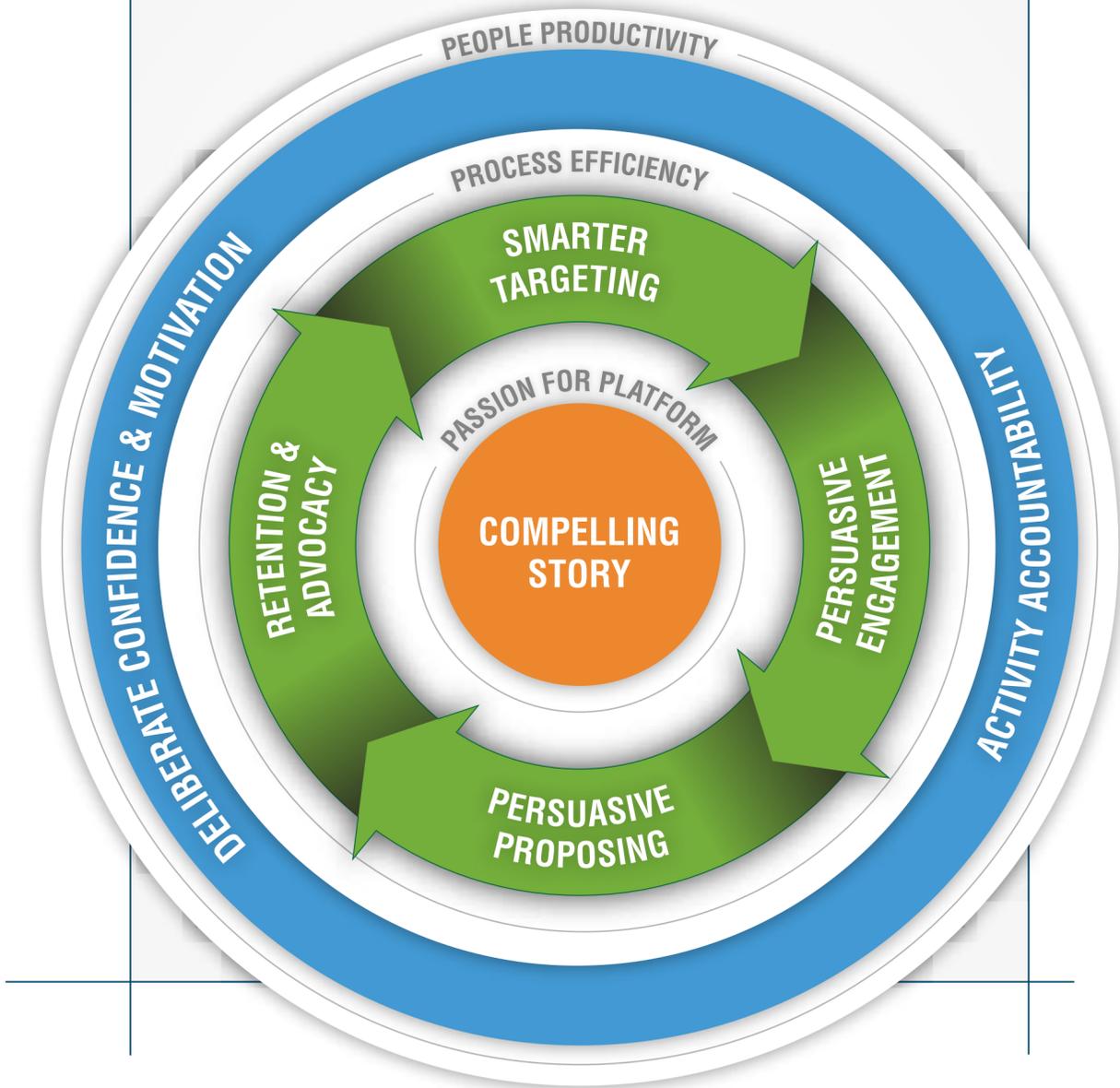
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7 SALES GROWTH ACCELERANTS



NEED HELP WITH YOUR SALES GROWTH?



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SALES GROWTH BLUEPRINT PROGRAM

To get our relationship started a great place to start is my accelerated program on the Sales Growth Blueprint.

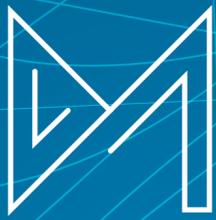
In this 90 minute accelerated webinar session I share more specific examples of how businesses and salespeople like you have improved in each of the 7 sales growth accelerants.

Please accept the discounted pricing below as a reward for making it all the way through this document.

Very Best,
Dean

SPECIAL PROGRAM OFFER - ONLY \$27

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