

# OPTIMISING YOUR LEAD CONVERSION

## Workshop

The "OPTIMISING YOUR LEAD CONVERSION" workshop consolidates leads theory and consumer behaviour, with practical business processes that empower your sales team to become a cohesive face of your business.

Our workshops re-enforce fundamental sales theory and provide practical advice on implementing solid lead and sales conversion processes into your business.



Your sales team will strengthen to maintain a consistent and methodical approach to: identify opportunities, qualifying prospect communication, nurturing the lead and follow up to closing the deal. Establishing a pathway for your sales team to achieve maximum potential and positive results for your business.

Suitable for SME's with B2B Sales teams:

- Of 3 to 10 members
- Who may be recently trained in sales but need assistance with implementing a practical sales process
- Who need a cohesive, easy-to-follow approach to the conversion process

## WHAT'S INCLUDED

OUR STANDARD PACKAGE INCLUDES:



OPTIONAL  
Based on the audit findings we can also offer the following if a requirement is identified.



# OUTCOMES OF THE AUDIT AND WORKSHOP



- Audit report highlighting both strengths, weaknesses and gaps in your business' leads and conversion processes
- Consistent and cohesive approach to prospect communication
- Methodical approach to lead nurturing and follow up
- Re-enforcement of sales theory and lead conversion fundamentals
- Practical approach to working the sales process on a day-to-day basis
- Recommendation on sales tools suitable for your specific business



## WHO ARE WE

M&Co and Platinum Mx have come together to present the **Optimising Your Lead Conversion workshop** specifically designed for SME's in the B2B environment. Based on their extensive experience in both sales and marketing, Becky and Magdaliene have identified a need for tailored practical advice and the application of sales processes that will work for an individual business' needs.

Whilst there are many companies out there that can offer sales training and theory for sales teams, there remains a requirement for assisting businesses with implementing a practical back office process to optimise the conversions.

We created the **Optimising Your Lead Conversion workshop** to help businesses improve sales performance through a consistent and methodical approach to the sales process.

### BECKY SANGSTER MSc



Marketing Specialist

**Becky has accumulated over 20 years of industry experience in Marketing providing marketing consultation for over 150 businesses in the last 10 years at Platinum Mix.**

Becky is process-driven. Having worked with many businesses over the years she has seen how a consistent and methodical approach gets results. Her extensive experience means she can apply her skills and experience in marketing to a diverse range of clients, focusing on all aspects of marketing, including strategic marketing and sales, market research and analysis and brand communications.

Throughout her career Becky has gained experience in marketing communications, strategic marketing and sales and project management within the commercial market.



### MAGDALIENE HADJIELIAS BSc



Sales Specialist

**With over a decade of sales experience, Magdaliene has lent her expertise and provided sales consultations for countless businesses across Australia. From running her own coffee company for 5 years, to creating a fresh business concept in M&Co, Magdaliene has firsthand experience in strategic planning, sales and project management.**

A social worker by trade, she values the importance of listening to her clients. Entrepreneurship today is more personal than ever, so whether it's a start-up or large company, she brings businesses to life through client collaboration, strategic content timelines and brand development.