



SALT Business Growth Consultancy



Guide to Programmes and Services



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What is SALT Business Growth?

The SALT Business Growth Consultancy is a multi-disciplinary collection of highly-skilled business professionals with many years of top-end experience in solving the issues that businesses face.

We use our wide range of specialist knowledge and experience to work closely together to provide complete solutions for our clients that work across a whole business or trading division.

We share our professional experience and education in order to help our clients to get the best results from their businesses.

Some SALT experts share their People Management experience, some will share their Leadership education, some have vast and applicable financial management and business management experience, while others can share their experience of helping business to directly and indirectly create revenue and profits.

Many SALT Consultants are themselves business owners with a deep understanding of the issues and challenges that businesses face.

There is a SALT expert for every part of a business. They can solve almost any problem that stops the business from being everything that you need it to be.

Some projects will demand a combined and collaborative solution delivered by several SALT experts.

The question is, what do you really want to achieve?

SALT stands for the principle responses that our clients need our help with:

Solutions - Solving specific business problems. Clearing away barriers to business success.

Ailities - Ensuring that the business is equipped with the abilities that it needs in order to be truly successful.

Leadership - Providing our own leadership for projects and training essential leadership skills, knowledge and abilities.

Trainig - Our range of essential training can help any business to dramatically improve its performance and results.





Our Mission

At the SALT Business Growth Consultancy, we have made it our mission to help as many businesses as possible to deliver their best possible results.

We are passionately focussed on helping businesses to avoid problems, situations and pitfalls that lead to businesses failing to reach their full potential. We do this helping our clients to create stable and high-performing businesses.

Part of our mission is to help our customers to survive and continuously adapt to changing market conditions and challenges.

Our **ultimate** aim is to help to reduce the high failure rate of British businesses, by enabling business leaders and owners to take full control and run their businesses using the principles employed by the most successful companies and entrepreneurs.

We want every good commercial idea to be rewarded with successful execution and every hard working business that risks their time and investment to be rewarded with the success that they deserve.

We have successfully helped sole traders as well as large businesses, start-ups, family businesses and investor-backed enterprises.

Working with us couldn't be easier.

The first step is to let us know what you would like to achieve and what is it that is currently holding you back.

This will lead to an free initial consultation which is almost always conducted at your premises so that we can learn how to help you as quickly as possible. We will come to you.

If you agree with our observations and like our proposed solution, then we can start helping you as soon as possible.



Call or email us today

Tel: 020 8873 0073

Solutions That Work...

At SALT Business Growth, we believe that good solutions start with a good, insightful, accurate and comprehensive diagnosis of the issues involved.

Many of our best solutions are delivered through a simple 3-stage approach.

Diagnose • Resolve • Optimise

Diagnose. Understanding the Situation Completely, As a First Step.

Resolve. A Worthwhile Goal Deserves a Real Solution That Fits Exactly.

Optimise. Completing the Process and Making it Stick

What was initially a barrier to achievement can become an area of high performance and commercial strength, in a very short space of time.

Our Areas Of Expertise

Business Planning

Strategic Planning

Change Management

Retail Sales Skills

Customer Service Skills

Soft Skills Training

Account Management Skills

Strategic Marketing Planning

Buyer Engagement Planning

Entrepreneur Success

Entrepreneur Support

Operational Management Support

Financial Management Skills

Cash Flow Solutions

Credit Control Skills

Effective Sales Lead Generation

Advanced Sales Skills Training

Business Development Skills

Sales Process Design

Revenue Growth Programmes

Sales Pitch Formulation

Effective Time Management

Leadership Skills Training

Leadership Support

Business Performance Programmes

Employee Engagement Initiatives

Employee Engagement Programmes

Workforce Motivation Strategies

Management Support

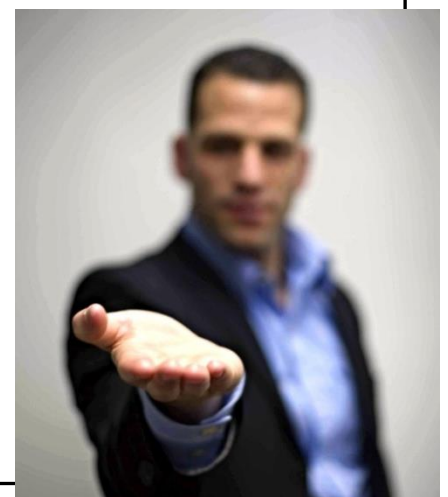
Interim Management

Delivery Options

Delivery is flexible, depending on the most accessible, appropriate and effective way to provide the outcomes that your business needs.

We work very closely and openly with our clients as trusted members of their extended management team, delivering:

- ➔ Open Courses
- ➔ Bespoke In-House Delivery For Single Clients
- ➔ One-on-One and Team Coaching
- ➔ Interim Management
- ➔ Business Mentoring
- ➔ Solution-Focused Projects



The SALT Business Growth Programme

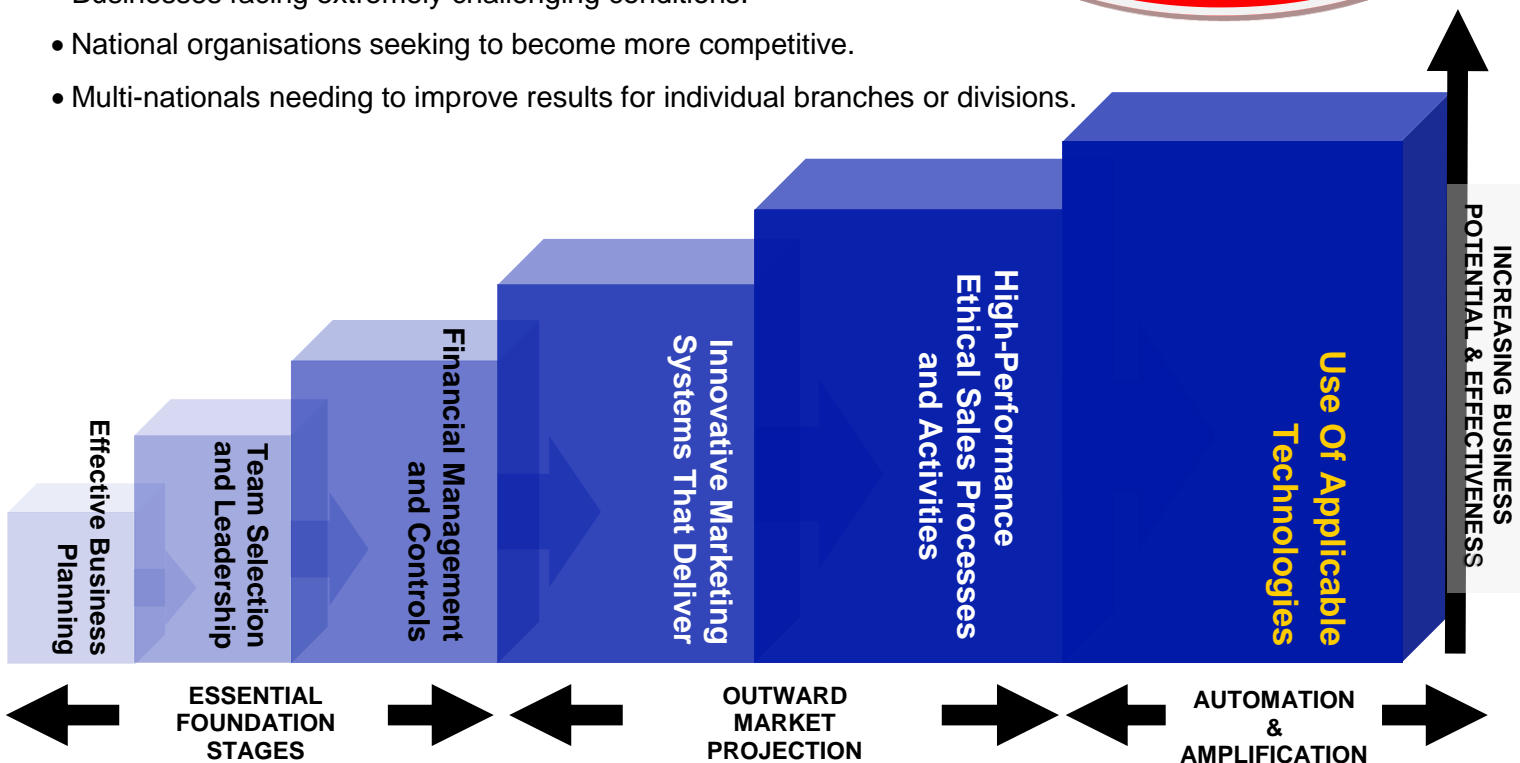
This is SALT's unique programme that addresses the 7 functional areas of a business that have the most effect on the business's ability to reach its true potential.

These are the recognised areas that spell success or failure for organisations and their ambitions.

The programme is so effective that its delivery can be adapted and applied universally to organisations of any size or stage of their development:

- New Start-up businesses seeking the best possible start.
- Small businesses looking to grow successfully.
- Established medium-sized enterprises seeking improved results.
- Businesses facing extremely challenging conditions.
- National organisations seeking to become more competitive.
- Multi-nationals needing to improve results for individual branches or divisions.

Create a Stable and
Cash-Rich Business
in just 7 Steps



Solid Foundations Feeding Best Practice and Innovation

Each stage feeds higher levels of performance into the next. This connection is where much of the effectiveness comes from. We aim to achieve an efficient, high performing, stable and cash-rich structure as standard. Each stage combines best-practice with the latest methods and innovative thinking.

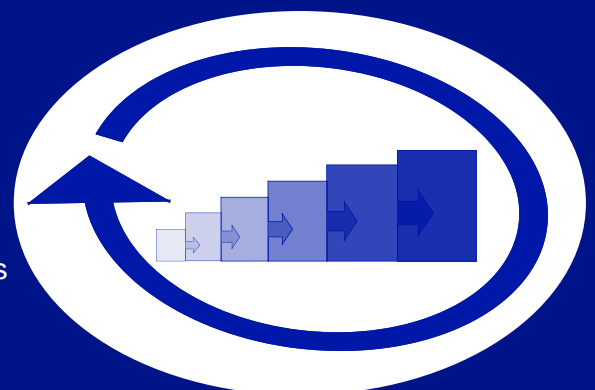
The results are consequently more ingrained, sustainable and magnified due to this cumulative approach.

Protection — The Often Neglected Business Area

When a successful and profitable business has been created, it is sensible to seek to fully protect it.

This is accomplished through a combination of different responses:

- Ensuring Compliance
- Adequate Insurances
- Protecting Intellectual Property and Copyright
- Provision of Adequate Legal Protections
- Correct Procedures and Documentation
- Covering Contingencies and Reducing Exposure to Risks
- Making full use of available tax-efficiencies and savings
- Building assets and investments outside of the business
- The Right Proactive Attitude and a Little Innovation



Ignoring this crucial step results in higher costs and risks of situations that can threaten the business's survival.

High Performance Sales Improvement Programmes

Sales Skills Training Courses

De-Mystifying Modern Sales

Advanced Sales Skills

Pitch Formulation and Delivery Coaching

Sales Performance Management

Sales Confidence Workshops and Programmes

Lead Generation for Industrial and Specialised Industries

Sales Resilience for Sales Professionals and Business Owners

From Sales-Phobic To High Performer in As Little As Ten Sessions

The Professional Sales Mind-Set

The Ethical Sales Advantage

Successful Sales Process Design



Interim Sales Management

Interim Sales management is delivered to our clients by highly experienced sales leaders who have achieved the highest level of recognition and advancement within a broad range of industries.

If your sales team needs leadership for a short period or if you require additional support for existing sales managers, we can offer comprehensive solutions that will provide ongoing benefits to your team long after your requirement has been satisfied.

SALT sales leaders integrate as part of your team to help deliver improved results almost immediately.

We can also deliver ongoing training, coaching and mentoring for your sales team.

The Anatomy Of A Sale[®] Total Business Development Improvement Programme

The Anatomy Of A Sale is our flagship sales improvement programme that works with the **complete** sales cycle to improve performance in every activity and every discipline, resulting in real exponential sales growth.

Delivered as a comprehensive and tailored in-sourced programme, it responds to the needs of the business as well as its sales force and builds the necessary ongoing capability to deliver the best possible sales results.

This is achieved by improving essential skills, activities and performance in up to 9 different measurable areas of the professional consultative sales cycle.

By tackling each stage of the sales cycle and the disciplines required for successful results, the improvements can really stack up, resulting in higher success metrics through the whole sales cycle.

This is the programme to choose if you need to fine-tune your **entire sales process** and sky-rocket your results.

Call Us Today if you want to improve your sales results. Tel: 0208 8873 0073

Selling Into Construction – Lead Generation Training

Give a business a sales lead and it can convert it and hit its target for a day.

If you give a team the ability to intelligently and continuously generate more qualified leads than the company could possibly fulfil, you start to have the basis for consistent positive increased revenue and profit growth.

This is what our solution for selling into the built environment delivers. It gives you a way to easily generate large volumes of targeted and qualified leads at will.

We show you how to easily find and convert opportunities to sell your products and services into construction projects.

SALT's Selling Into Construction is a high-performance methodology with market-leading tools, delivered as a single day of training.



How Does It Work?

We combine market-leading prospecting tools, with high performing contact methodologies, professional sales mind-sets and specialist knowledge to produce a unique intuitive process that anyone in your organisation can follow to proactively generate large volumes of qualified leads very quickly.

This process aims to put you in direct contact with specifiers and decision-makers in live construction projects.

Who Is It For?

Anyone that wants to be at the front of the queue for new tenders or associated work.

- Main Contractors
- Sub-Contractors
- Engineering Contractors
- Security Technology Installers
- Property Solicitors
- Lighting Contractors
- Right-to-Light Consultants
- Electrical Contractors
- Cabling Contractors
- Property Financiers
- Building Surveyors
- Party Wall Surveyors
- Fit Out Firms
- Material Suppliers
- Any company that wants a serious advantage to help them to make more construction sales.



Delivery:

We will come to you and deliver the training in your environment.

The theory, methodology and processes are delivered in the morning, followed by **live implementation** in the afternoon.

This is how we ensure that everything is understood and can be immediately used to continue to generate your valuable qualified leads.

Call or email us today

Tel: 020 8873 0073

D.R.I.V.E.R[®] Total Employee Engagement Programme

Employee Engagement for Business Leaders

There have been countless studies on the principles of employee motivation since the 1950s, resulting in ever greater levels of understanding that can be easily applied to produce greater performance from a business's workforce.

When done well, this results in what is commonly referred to as '**Discretionary Effort**'. This is the holy grail of employee engagement and is the result of an employer simply doing everything right.

Discretionary effort typically results in a wide range of benefits for the business, not the least of which being a much happier, more focused and more productive workforce.

In addition, there are measurable benefits that include:

- Employees typically **volunteering** around 50% more of their time.
- Employees are more engaged and disposed to proactivity.
- Higher levels of employee motivation.
- Higher levels of productivity.
- Lower rates of employee absence.
- Talent from within the workforce is easier to find.
- Greater employee satisfaction and loyalty throughout.
- Which also leads to higher rates of employee retention.



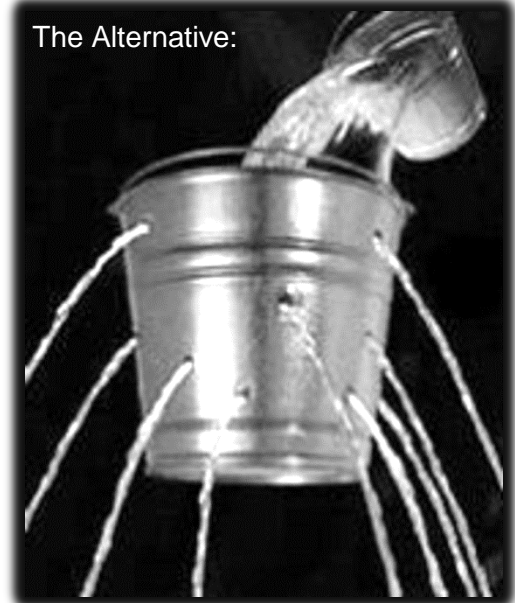
All of this makes it extremely worthwhile for any business to aim for.

What would a 50% increase in employee productivity mean for you and your business?

The Bottom Line

Higher Productivity = Higher revenue
 Less Absenteeism = Lower Costs
 Higher Staff Retention = Lower Costs
 Engaged Staff = Easier Solutions
 Motivated Staff = Greater Innovation
 Greater staff loyalty = Improved Results
 Less Wasted money = Higher Profits
 Innovation = Long-term Business Survival
 D.R.I.V.E.R = Discretionary Effort

The Alternative:



Why Don't All Organisations Drive Discretionary Effort?

Sometimes, not knowing where to start can mean that worthwhile initiatives are never fully implemented despite the obvious benefits. Approaching the subject from too narrow a perspective can also mean that the potential results are not fully achieved.

This is where the D.R.I.V.E.R employee engagement programme excels, by tackling employee motivation in a structured and comprehensive suite of measureable new responses to promote the conditions required for Discretionary Effort to truly flourish.

Leaders across the whole organisation are empowered to play their part by following a tailored programme based on the complete D.R.I.V.E.R methodology.

The potential benefits for the business and every member of the workforce are too valuable to ignore.

It's ok if you're unsure of where to start. We do know and we are ready to help you to achieve your best results.

SALT Time Management for a Productive Work / Life Balance



One of the most effective ways of increasing individual productivity and effectiveness is to make the best possible use of our time.

Good time management helps individuals to cut out procrastinations and to focus on completing the important tasks that will make the most difference to your business's results.

SALT's Time Management provides not just the theory or the lessons of effective Time Management, but also a complete set of tools to help your workforce to plan, execute and celebrate their enhanced control over their precious time and their ability to complete more high-priority tasks.

Our tools and ethos include effective ways to achieve personal tasks and manage life as a whole, taking away one of the key pressures and distractions from your workday.

Harnessing the Power of Time Management Across the Whole Organisation

When an individual worker uses their time in an optimised way to accomplish more, their productivity can dramatically increase.

When **everyone** in your organisation is using the same time management techniques, then the difference can be evident across the whole organisation. The increase in productivity will be seen everywhere.

As well as the increase in productivity, many of the most challenging aspects of time management are reduced. While an individual may embrace the benefits of time management, colleagues can still undermine their efforts through avoidable interruptions and failure to differentiate between urgent and non-urgent activities.

The level of unnecessary interruptions can fall dramatically, as every member of staff takes the opportunity to use similar blocks of time during the day to focus on their individual high-priority tasks.

Key Time Management Principles Included

- The 80/20 Rule / Pareto Principle
- The Zeigarnik Effect
- Learning to Prioritise
- Setting Your Intention
- The Mind-Set of Productivity
- Giving Yourself Permission to Achieve
- Achieving Work Tasks Without Sacrificing 'Life' Tasks

Delivery Options

½ day workshop which introduces the origins of time management, ethos, value stories and the components of the Time Management Toolbox.

Full day workshop includes the above and adds more exercises to help the adoption of the new tools.

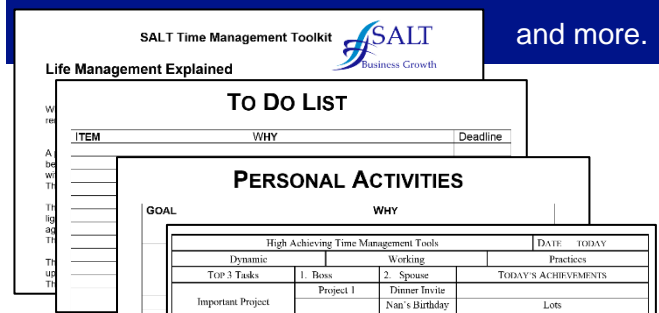
Quarterly top-up workshops can be delivered to ensure that adoption is complete and the recipients are making full use of the benefits that effective time management can deliver.

One-on-one coaching can also be delivered on a regular basis to ensure that individuals are supported in making the best use of their precious time.

The SALT Time Management Toolbox

- Work To-Do List
- Personal To-Do List
- Daily Time Management Execution Sheet
- Time Management Tips and Inspirations
- Key Principles of Time Management

and more.



SALT Time Management Toolkit

Life Management Explained

TO DO LIST

ITEM	WHY	Deadline

PERSONAL ACTIVITIES

GOAL	WHY

High Achieving Time Management Tools

Dynamic	Working	Practices	DATE	TODAY
TOP 3 Tasks	1. Boss	2. Spouse	TODAY'S ACHIEVEMENTS	
Important Project	Project 1	Dinner Invite	Lots	
		Non's Birthday		

The Fundamentals of True Professional Confidence

Confidence is an essential trait for any professional role that requires interaction with customers and prospective customers. This is especially true of sales personnel and professional advisors.

Confidence is a quality that prospective customers look for in order to trust the information that is being given to them. When it is present, customers feel able to trust you enough to commit to taking action.

The Folly of False Confidence

For confidence to be solid and unshakeable, and therefore engender trust, it must have a sound basis.

Confidence that is faked or part of a 'salesman's act' normally doesn't stand up to too much scrutiny before it starts to evaporate along with any trust, credibility and potential revenue.

True Confidence

True confidence must be based on high levels of competency in the main areas that a customer-facing professional's performance depends on. Excellence in one or several of these areas is not enough to create true confidence, as the remaining areas of weakness always hold the potential to undermine trust.

True confidence comes from eliminating weaknesses and blind spots in every area.

True confidence differs from the all-too-common 'bluster', 'force of personality' or overt displays of out-of-control ego that are typically presented as confidence. True confidence can be presented as softly spoken, demonstrative, attentive, informative, interactive and respectful and will still hold the attention of prospective customers, with far greater results.

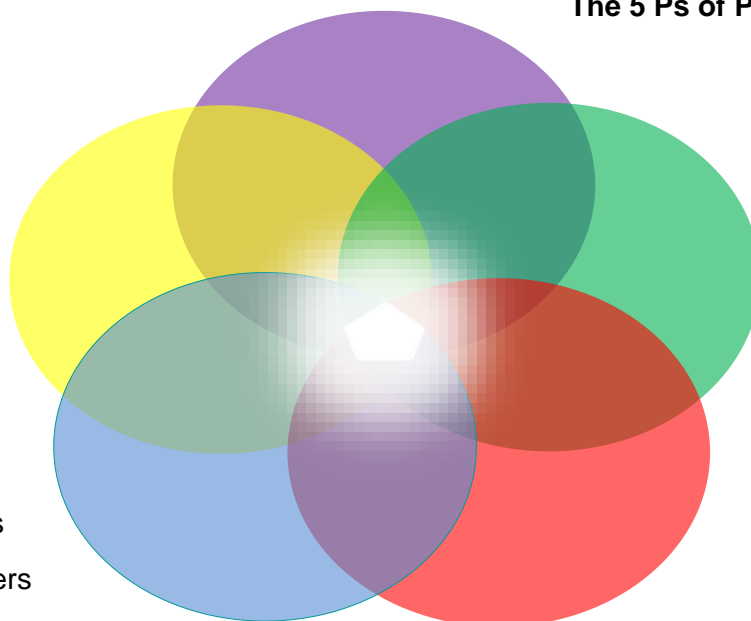
This approach does not need present a false front, as it has a solid foundation based on true and complete competence in the areas that support or undermine it.

SALT's unique programme helps you to identify the 5 key areas that support true professional confidence and highlight areas of opportunity for each individual to build the foundations of unshakeable professional confidence.

You will gain a further commercial edge from understanding your organisation's role in supporting and nurturing a truly confident and effective workforce.

Who is it for?

- Sales Professionals
- Solicitors
- Accountants
- Consultants
- Financial Advisors
- Customer Services
- Account Managers
- Retail Professionals
- Professional Advisors
- Small Business Owners



The 5 Ps of Professional Confidence[®]

SALT's confidence workshops and in-house programmes have helped professionals from a wide variety of industries and business sizes.

The concept and methodology, like many of our solutions are unique to our consultancy and have been created as a result of our extensive work with organisations since 2009.

The model works for any client-facing profession.

The 5 Ps of Professional Sales Confidence[®]

Helping businesses to grow profitably and sustainably by delivering:

Business Solutions

Commercial Abilities

Organisational Leadership

Essential Training

Call us today to discuss your business goals and challenges.

Take the first step towards higher performance and improved results.

SALT Business Growth Consultancy

Tel: 020 8873 0073



www.salt-businessgrowth.co.uk



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