



I'm inspired by Incubeta's long-standing expertise in transforming complex challenges into clear growth strategies, resulting in award-winning campaigns for notable brands globally.



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**Hi Timofey Borzov,**

Breakthrough sales growth starts here: A powerful 15-day blueprint to revolutionize your professional strategy and drive exceptional results.



## **Day 1: Analyze Current Situation**

- Review organizational details provided
- Evaluate organizational structure and size
- Assess the context of the banking industry in Russia
- Determine factors affecting sales in the banking industry in Russia

## **Day 2: Identify Sales Strategy Implications**

- Connect insights from Step 1 to actionable sales strategies
- Consider the impact of government ownership on sales strategies
- Evaluate the role of international operations in sales strategies
- Identify potential challenges in the Russian banking market

## Day 3: Develop Actionable Steps

- Create a list of actionable steps based on identified strategies
- Prioritize tasks for immediate implementation
- Outline short-term and long-term goals for sales improvement
- Develop a plan for regular progress reviews



## Day 4: Enhance Customer Service Techniques

- Improve customer service techniques to enhance reputation and trust
- Train staff on customer service best practices
- Implement customer feedback mechanisms
- Monitor and analyze customer satisfaction metrics

## Day 5: Boost the Value of Average Sale

- Analyze current product offerings and identify opportunities for enhancement

- Add value to client proposals by including additional features or options
- Increase the average sale value without increasing the number of sales
- Monitor the impact of this strategy on sales performance

## Day 6: Minimize the Duration of the Sales Process

- Streamline the sales process to reduce complexity and duration
- Create a clear three-point agenda for sales meetings
- Focus on key selling points to ensure brief and effective meetings
- Monitor and adjust the process as needed



## Day 7: Enhance Close Rate

- Review and improve the sales pitch to highlight product value
- Train staff on effective closing techniques
- Analyze and address common objections from clients
- Track and improve the close rate over time

## Day 8: Seek Referrals from Previous Clients

- Ask satisfied clients for referrals
- Implement a referral program to incentivize clients
- Utilize client testimonials in marketing materials
- Monitor the impact of referrals on new leads and sales

## Day 9: Track the Pipeline

- Monitor the sales pipeline closely for low levels
- Identify areas where efforts need to be refocused
- Analyze the pipeline to recognize where to direct efforts
- Adjust strategies based on pipeline analysis



## Day 10: Review Weekly Progress

- Review weekly performance to make informed decisions



- Reflect on what went well and identify areas for improvement
- Set new goals based on weekly performance review
- Adjust strategies as needed

## Day 11: Perform Quarterly Progress Reviews

- Create a list of three fundamental priorities for each quarter
- Focus and direct team efforts towards these priorities
- Ensure all team members contribute to the same overall outcomes
- Review progress regularly to stay on track

## Day 12: Create Activity Objectives

- Set specific outreach activities goals (emails, phone calls, appointments)
- Track activities that yield the highest rate of lead generation or deal closure
- Identify and execute sales-related tasks effectively
- Monitor and adjust activity objectives as needed



## Day 13: Improve Customer Service Techniques

- Prioritize customer satisfaction to improve reputation and trust
- Train staff on customer service best practices
- Implement customer feedback mechanisms
- Monitor and analyze customer satisfaction metrics

## Day 14: Enhance Marketing Strategies

- Develop a comprehensive marketing strategy to reach more qualified prospects
- Outline both sales and marketing strategies to increase conversion rate
- Identify and target the right audience for VTB's services
- Monitor the impact of marketing strategies on sales performance

## Day 15: Review and Adjust Plans

- Review the progress made over the past 14 days
- Adjust the plan based on insights and feedback
- Ensure all team members are aligned with the updated plan
- Set new goals and objectives for the next period