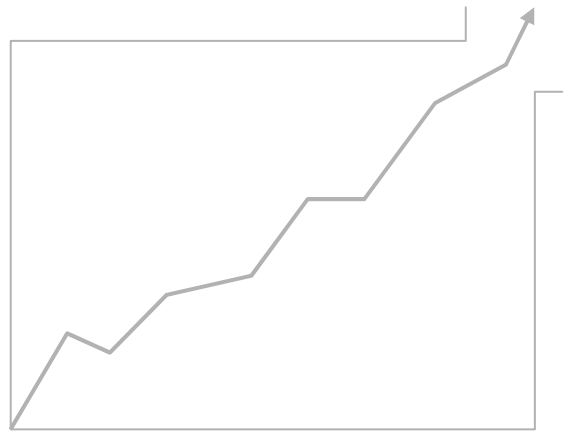


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# ***REVENUE BOOST SYSTEM***

**By Bruno Bouchet**



**Practical, tested and proven on the field**

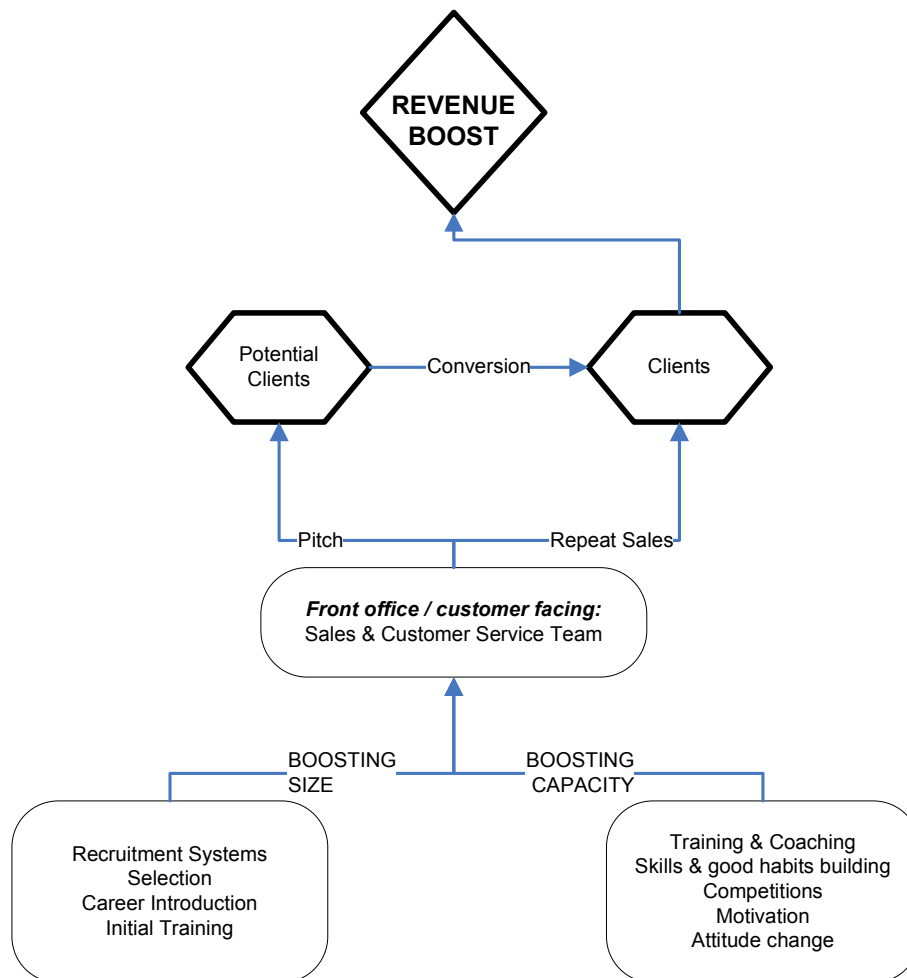
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# Revenue Boost System



Revenue Boost System was developed by Bruno Bouchet an experienced sales development professional. French by birth and Mauritian by choice, Bruno has been managing and developing sales forces and front office functions in more than twenty countries in North America, Africa and Europe.

The **REVENUE BOOST SYSTEM** was developed and tested to deliver a range of practical elements that increase the size and / or capacity of the sales forces. Delivery is highly interactive and on-the-job linking all aspects of performance to daily real life situations.



## VALUES AND ETHICS

Honesty  
Professionalism  
Integrity  
Teamwork

## PRINCIPLES

Highly interactive  
Easy to follow and simple to apply  
K.I.S.S principal (keep It Short and Simple)  
French or English

## DELIVERABLES

Motivate people  
Solve diverse problems.  
Provide new ideas and tools to work with.  
Help people to get self-confidence and assist them to reach their target.

# Services

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## Consulting

We will provide recommendation to help you make, the best outcome for your company.

We propose to analyze the current performances, identify the problems and then set-up a strategy that will adjust and reduce the gaps between your current situation and your business plan.

We are willing to work on a long-term relationship with you to maintain the improvements and the good results you gain from Revenue Boost System.

## Coaching

You will find in the coaching a useful resource for sales managers, managers and team leaders.

We will provide the essential tools for managers to use with their team to accelerate and achieve results as set per company's objectives.

Revenue Boost System is not targeted to a specific person but to anyone within the company.

Small group coaching proved itself to be very successful.

## Training

Training is about knowing where you stand no matter how good or bad the current situation seems to be at present.

Revenue Boost System will provide acquisition of knowledge, skills, and abilities, through professional development.

After our anonymous survey we can pinpoint the precise training you will need to carry on the progress.

## Human Touch

Unlike others trainings this is not about simply reading a power point presentation but to make everyone contribute.

A lot of the discussion will come from the personal knowledge and experiences of the participants .

The purpose is that the people leave the training happy and motivated.

# Development

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## **Creating & enlarging the sales force**

We can enlarge or create a sales force in as few as 3 weeks delivering fully functional sales channel that produces tangible results. The service includes needs analysis, proposal and implementation of recruitment and training systems.

Over the period of only few weeks we will interview recruit, train and coach and motivate the new sales force so that they can hit the ground running.

Working hand in hand with your HR department and sales management we can enable your company to become sales orientated power house, boosting your revenues and increasing market share.

## **Increasing production of existing sales force**

To increase the production of your existing sales force we work hand in hand with your sales management team using daily morning meetings to motivate and coach sales staff and improve their attitude and sales skills.

Delivered on daily basis programme also includes training and motivational programs such as sales competitions.

To ensure long lasting effects we continuously coach your sales management to emulate approaches that create and maintain good sales habits and high level of motivation and respect.

## **New products / services roll out**

In addition to your market research the sales force product testing is one of the most effective ways of ensuring that your products are firstly well positioned and priced.

In conjunction with all your promotional efforts product roll out through the sales force is the key to profitable and effective launch.

The services include developing and training product knowledge, establishing sales pitch, overcoming sales force resistance, handling negative feedback from the market and positioning product both internally and externally.

# Training

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## Life skills for work

### OBJECTIVE

- ⇒ Transform bad habits to positive performances
- ⇒ Assist the people to focus in their job
- ⇒ Develop self-confidence
- ⇒ Teach the AAU METHOD: Accept, Apply, Understand

### CONTENT

- ⇒ HAVE A GOOD ATTITUDE
- ⇒ BE PUNCTUAL
- ⇒ KNOW WELL YOUR BUSINESS
- ⇒ BE PREPARED
- ⇒ WORK EIGHT HOURS OR MORE
- ⇒ KNOW WHY YOU ARE HERE
- ⇒ MAINTAIN YOUR GOOD ATTITUDE
- ⇒ TAKE CONTROL

## Sales Power

### OBJECTIVE

- ⇒ Change bad habits to positive attitude
- ⇒ Assist the sales force to achieve their target
- ⇒ Develop self-confidence
- ⇒ Provide new ideas for the commercial negotiations

### CONTENT

- ⇒ THE PRESENTATION
- ⇒ SHOW YOUR PRODUCTS / SERVICES
- ⇒ LAW OF AVERAGES
- ⇒ IMPULSE
- ⇒ FINISH

## Impressing the customers

### OBJECTIVE

- ⇒ Transform bad habits into positive performances
- ⇒ Assist the people to understand their job
- ⇒ Give better services to the clients
- ⇒ Increase your revenue

### CONTENT

- ⇒ DEFINITION OF THE CUSTOMER/CLIENT
- ⇒ THE FIRST THING THE CUSTOMER SEES
- ⇒ WHAT ARE THE CUSTOMER'S EXPECTATIONS?
- ⇒ PLEASING THE CUSTOMER
- ⇒ HOW TO ACT WITH UNFRIENDLY CUSTOMER?
- ⇒ BENEFITS YOU GET FROM THE CUSTOMER

**Tailor-Made Courses and Training on the Spot are Available**