



## Sales Buddying

**Want to increase your conversion rates of face to face appointments with new business prospects?**

If so take advantage of BDC's Intelligent Selling Buddying package.

With Intelligent Selling BDC can help you to **Define** your target market with Sales Consultancy; **Generate** you appointments to see the people you want to do business with via Impact Telemarketing and now help you to **Convert** those opportunities into sales with our Buddying package.

With the Buddying package one of our top sales consultants will attend a new business meeting with you or your key sales people and offer a constructive critique of their sales process followed by a bespoke coaching sessions. This session is designed to provide them with the critical tools to sell more effectively and learn insider tips to differentiate you from your competition and **win more business**. Based on individual needs the coaching sessions provide best practise on a consultative sales approach and plug in any skills gaps instantly raising the effectiveness of that salesman.

*"Based on the sales coaching done with BDC my conversion rate has increased to 1 in 2 and given me the confidence to get great results and enjoy the process"*

**Ashley Head, Exhibit Freight**

To find out more and take advantage of our **FREE** sales review call today on 01903 821950 and see how the Buddying system could dramatically increase your conversion rates and your profits.

*So what if you use BDC's Buddying package....*

One example of a company who has benefitted from the Buddying system are a software company who, as a result of the coaching to their sales team, were able to increase their conversion rate from 1 in 8 to 1 in 5 bringing them in an **additional** revenue of £80,500 over a 12 month period.