

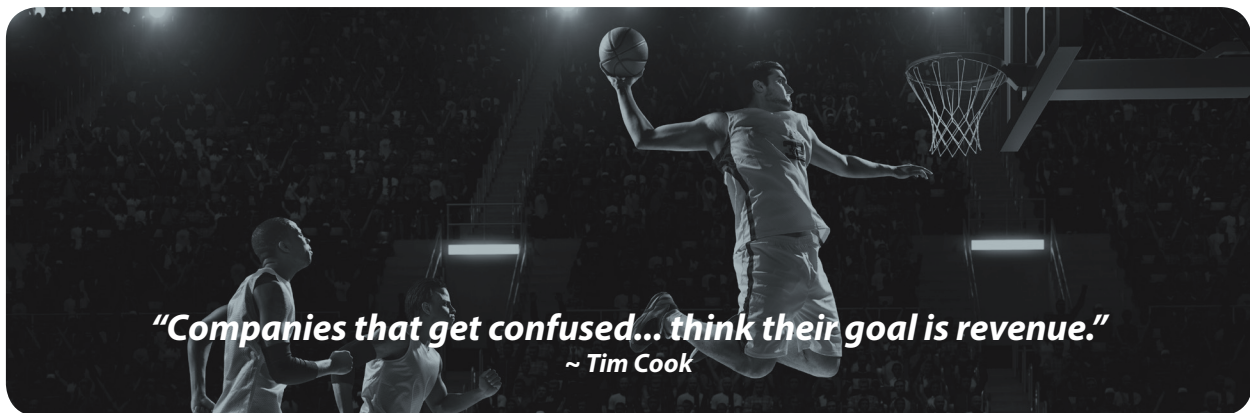


**LIONHEART**  
LEAD WITH PRIDE

THE LIONHEART LEADERSHIP PLAYBOOK: REVENUE

## REVENUE FAST-BREAK

*Chalking Up Quick Wins That Drive Cash Flow*



Even if you've never seen 'Glengarry Glen Ross', you've likely heard it's iconic sales-related clichés like, "Coffee's for closers" or "Always be closing."

While it makes for great movie dialogue, in the real world of business there's a better way: Always Be Opening.

When it comes to driving revenue, you have a simple choice:

- Focus on conversion – Push your agenda, product or service and create a surface, transaction-based relationship; OR
- Focus on relationships – Understand what creates human connection and follow a simple structure that helps you uncover the solution to the real need, leading to repeat business and pre-qualified referrals

**So... What are a couple of quick pivots to help you drive more revenue in your business?**

1. Adopt the "Always Be Opening" System

During the 'Mad Men' era a typical sales call was orchestrated to follow four preset steps based off of the salesman's own agenda: relax the prospect, create a disturbance, relieve that disturbance, and close the deal.

If you're genuinely interested in serving your customer and providing real solutions, selling

isn't about pressure, fear, or scarcity. It's about engaging, listening for, and uncovering what the prospect is really saying, and what they really need. It's a fluid art and a proven science, focused on building deeper, more meaningful relationships.

## 2. Develop a "Standards & Extras" Strategy

Let's face it, cold-calling and other forms of commoditized selling typically yield uninspiring single-digit success rates. Yet most businesses continue to waste time, money, and energy on what is effectively a game of chance, leading to transactional sales and superficial relationships (often with the type of customers you don't want).

There's a better way: one that focuses on building loyalty and creating referrals by rewarding and energizing your best clients and business partners, turning them into a dedicated "unpaid sales force".

The Revenue Fast-Break Workshop is an interactive 1-day experience built on these two simple, yet powerful, cash generating pivot points for your business.

### What Are Your Pain Points?

- Do you dread selling or struggle to convert leads into sales?
- Do you spend too much time and energy on the wrong clients?
- If you're being honest with yourself, what describes you best:
  - A transactional service provider, always chasing the next deal?
  - A trusted advisor and strategic partner, sought out by the right clients?

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### What Are Your Gain Points?

1. Higher Conversation Rates – Ironically, by taking focus off of conversion and putting it on relationships, you will sell more, with confidence and predictability
2. A Leading-Edge Sales System – Abandon ad-hoc selling and adopt a simple, proven structure that drive sustainable sales through greater human connection
3. A More Profitable Client Base –Pivot from building a transactional and transient client base, to one that truly values (and is happy to pay for) the solutions you provide
4. Greater Client Loyalty –Build retention and develop a strong platform designed for long-term symbiotic relationships, including more pre-qualified and pre-sold referrals

The Revenue Fast-Break Workshop is powerful in isolation, and is also a natural complement to other workshops in the Lionheart Leadership Playbook series.

**Ready to chalk up some wins in the revenue column?** Join an upcoming Group Workshop or sign up for Private Coaching at [bealionheart.com](https://bealionheart.com).