

ANNOUNCING RETURNING PODCAST GUEST, ADAM SHAPIRO

President of SalesReformSchool



Why does my Sales Team look like the “Wild West”?

Adam Shapiro shares that if your Sales Team moves fast but you never quite know what will close month to month or you don't have a documented sales process that is used company-wide, then it should be one of the top things to tackle. The best Sales Teams use data to drive their decisions. He advises that “Your Sales Process must be repeatable and intentional, and your team needs to be prepared.”

If you have tried to reign in your Sales Team, don't know when your company will make a sale, or you don't know exactly where a potential client is in the sales pipeline, Adam's latest **Scaling UP! H2O Podcast** episode is for you. Adam says that “Everyone on the Executive Team should know the company's Sales Process.” Does your team know the company's Sales Process?

For over 18 years, Adam Shapiro, the President of **SalesReformSchool**, has been helping individuals, teams, and enterprises improve their Sales performance. Using a Sales Process, messaging and disciplines framework, Adam applies his proven process to what and how his clients sell resulting in improved sales performance.

On Friday, February 3, 2023, the Scaling UP! H2O Podcast will air an interview with Adam Shapiro, where he answers dozens of your top questions about **Preparing and Professionalizing Sales Teams**.



Why am I not closing my contacts?

To answer this question, we brought in **Adam Shapiro** who shares that oftentimes, the discussions that happen between the Sales Rep and the prospect prior to a proposal are undocumented or unclear, so the proposal feels like a shock to the client. Adam says, “A client should never learn anything new from a proposal. A proposal should be defined as a combination of all the conversations and process steps we’ve done before, put into writing including the terms and conditions so we can get a signature.”

He goes on to share, “If you are not documenting your Sales Calls in the form of an email back to your prospects so they know where to start your next conversation, **you're doing it wrong**. Every meaningful conversation deserves a recap of that conversation.”

Don't work yourself into a panic if your Sales Process isn't clear

Adam Shapiro has a **proven system to prepare and professionalize your Sales Team**, including defining your Sales Process. Listen to Adam's latest podcast episode by visiting scalinguph2o.com/293, or tune in wherever you get your podcasts anytime after February 2nd.



Want to learn more about the **Scaling UP! H2O** podcast?

To contact the Scaling UP! H2O podcast for an interview or other queries, email Executive Podcast Producer, Corrine Drury at corrine@blackmore-enterprises.com.

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