

Scaling Up Sales

SALES IS NO LONGER A FORM OF ART. IT'S A SYSTEM





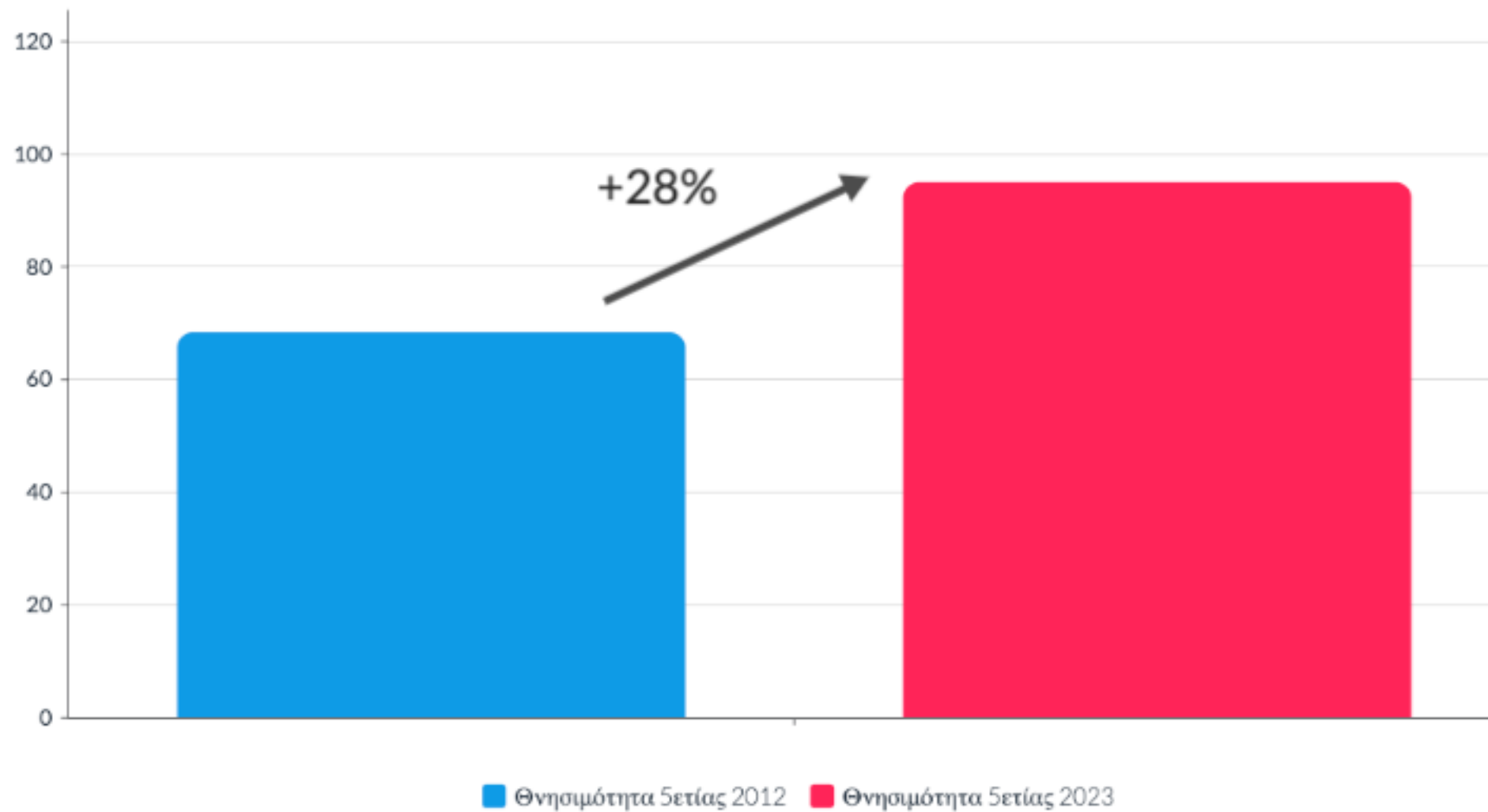
U.S. Small Business
Administration

**95% of Small Businesses
fail within the first five
years**

U.S Small **Business** Administration

Θνησιμότητα SMEs 5ετίας

Πηγή: US Small Business Association



“ *Many S.M.Es fail due to complex storms of things outside their control.*

Yet, there is one single reason that accounts for 61% of companies failing:

**Lack Of
Sales**

”



*Lisa Calhoun,
Valor.vc*

Ποια είναι η πρώτη λέξη που σου έρχεται στο μυαλό όταν ακούς τη λέξη πωλητής?



Ποια είναι η πρώτη εικόνα που σου έρχεται στο μυαλό
όταν ακούς τη λέξη πωλητής?



Caveat
Emptor

Caveat Emptor

When the buyer takes the risks and is responsible for checking the condition or quality of the item purchased. (Latin- Let the buyer beware)

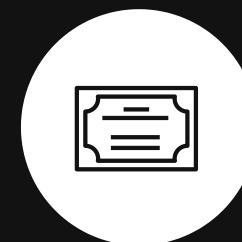
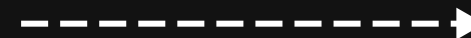
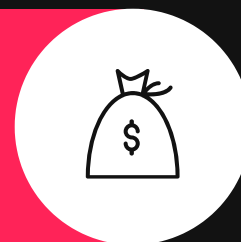
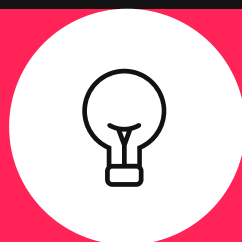
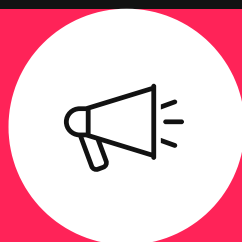
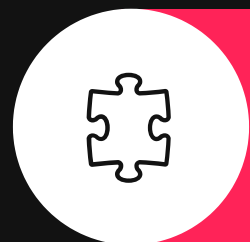
 accelerate growth

ROADMAP TIMELINE

Ρωμαϊκή
Αυτοκρατορία

Οθωμανική
Αυτοκρατορία

Social Media
Reviews



Βυζαντινή
Αυτοκρατορία

Ευρωπαϊκός
Διαφωτισμός

#Problem: The **wrong perception** about **Sales**

The Challenges of Sales



1

Top Sales Professionals are "natural"

2

Sales can't be taught

3

There is no Major in Sales

4

Sales = Manipulation

#Problem: The Wrong perception about Sales

The Challenges of Sales



1

Εμείς οι ίδιοι δεν κάνουμε πωλήσεις

2

Προσλαμβάνουμε άτομα που δεν επέλεξαν να κάνουν τη δουλειά

3

Ζητάμε τα Βασικά

4

Τους δίνουμε τα βασικά



Fanis Rigas

Addicted to Growth

“

*Επιλέγουμε που δεν θέλουν να κάνουν αυτή τη δουλειά, τους δίνουμε μία υπερ-απλουστευμένη στρατηγική, τους εφιδιάζομαστε με τα *minimum resources* και περιμένουμε να μάς φέρουν εξαιρετικά αποτελέσματα.*

“



All About Fanis



2000

Co-Founded [kariera.gr](#), which became the Nr1. Job site in Greece. Lead the company from 0-3M in revenues in < 8 years



2008

[kariera.gr](#) gets acquired by [CareerBuilder.com](#), the largest Job Site in the United States.



2008 - 2018

Fanis, being the Head of Growth for Europe, manages 250+ Sales People in 6 countries generating 50M+ in Sales of Recruiting Services

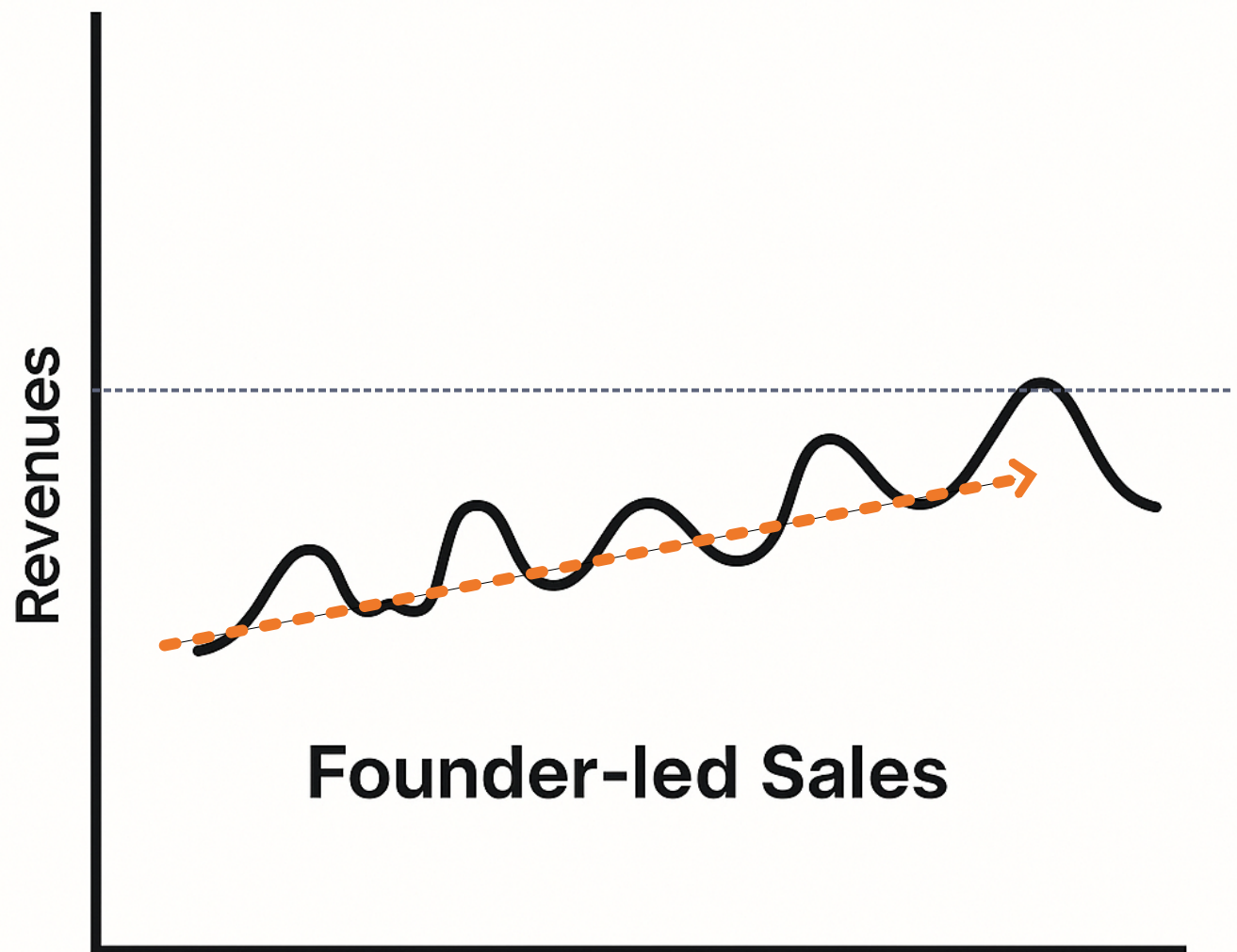


2019

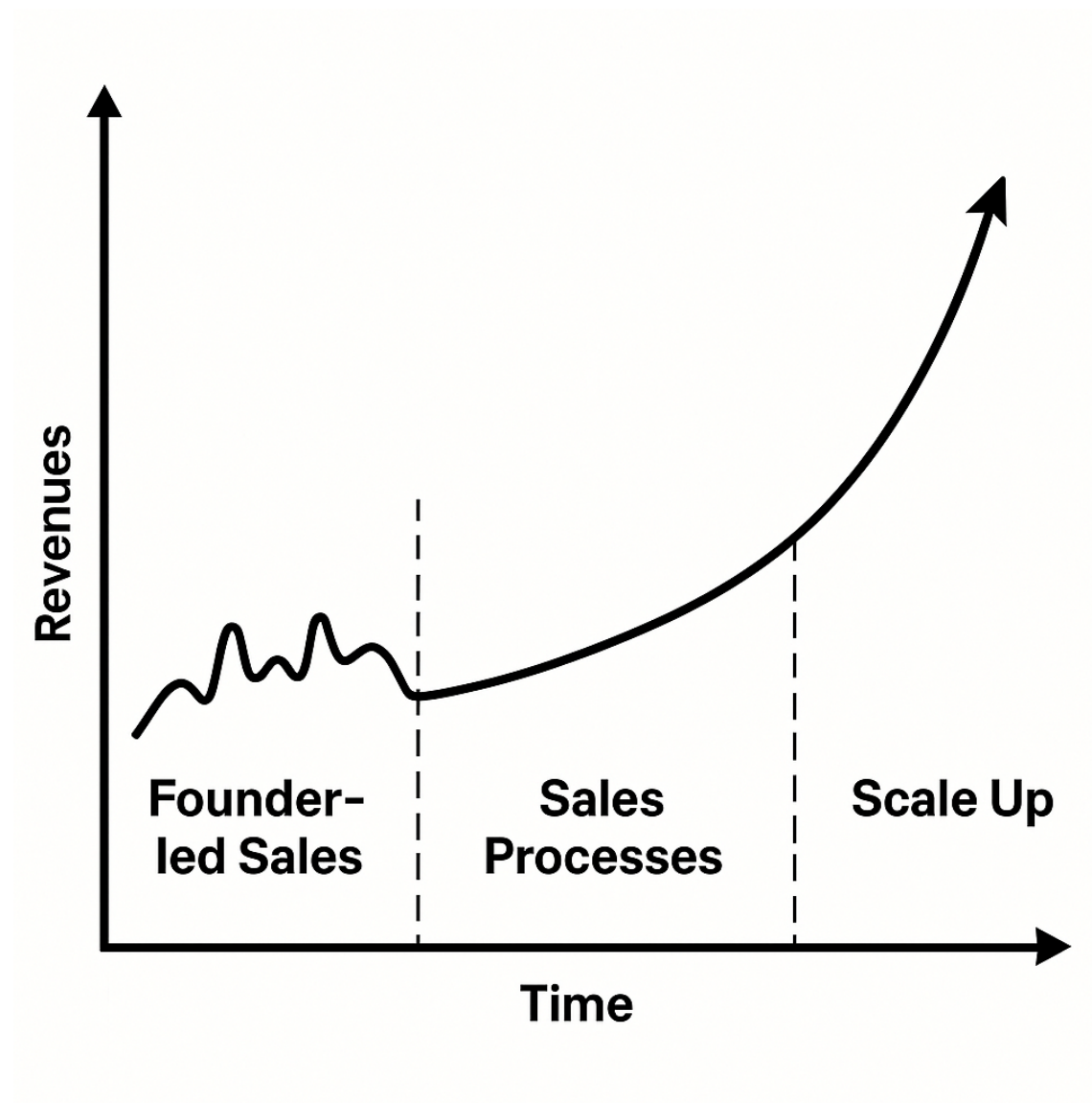
[Accelerate Growth](#) is born to help Entrepreneurs and Founder solve complex Sales Problems in 4 Days.

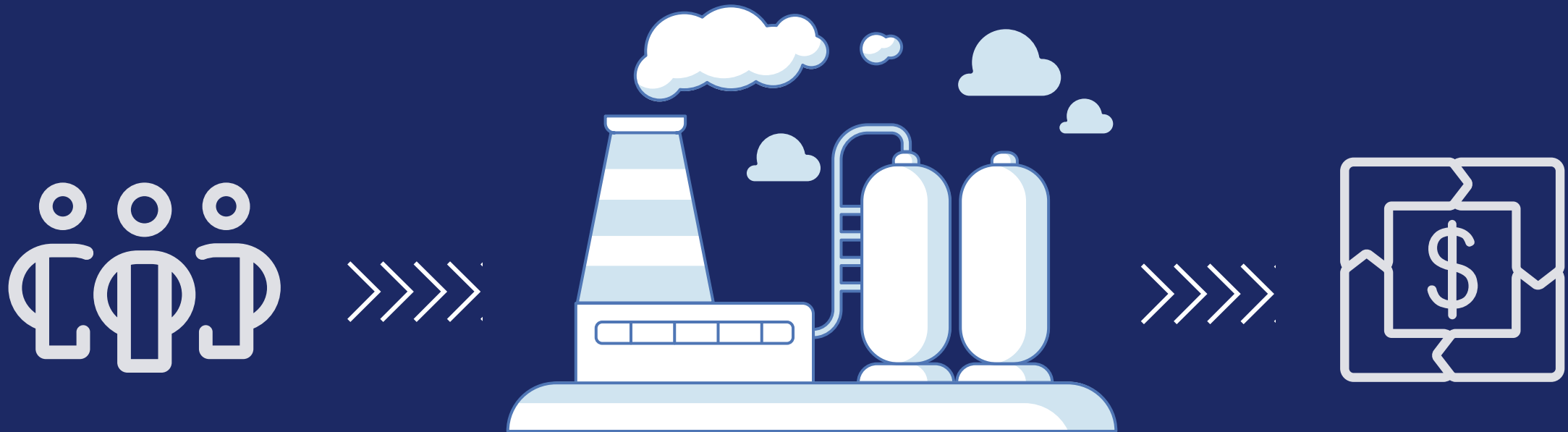
Οι Πωλήσεις δεν είναι Τέχνη
Είναι Σύστημα.





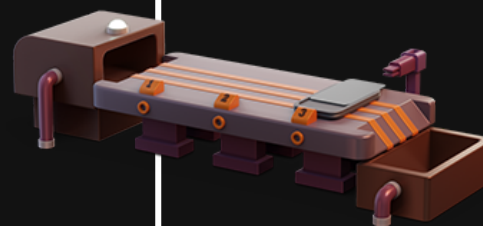
Founder-led Sales





1

Lead Generation



Production Line: Lead Generation



Reach



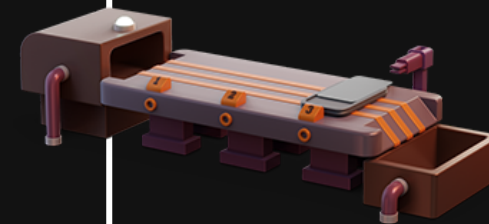
Message



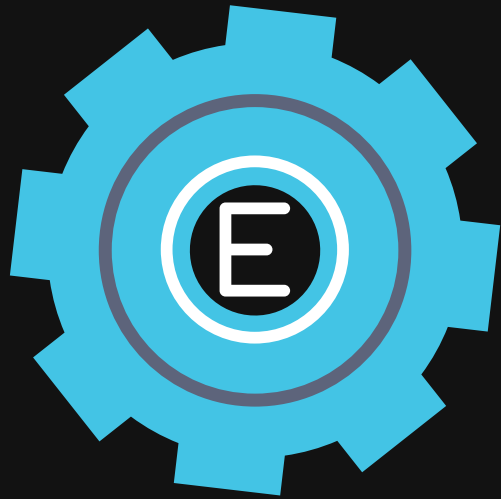
Capture

2

Appointment Setting



Production Line: Appointment Setting



Engagement



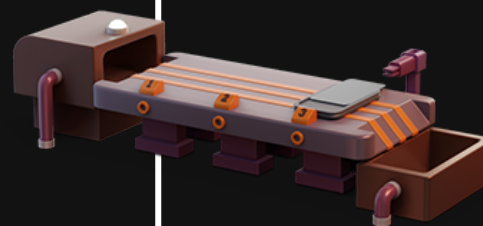
Content



Action

3

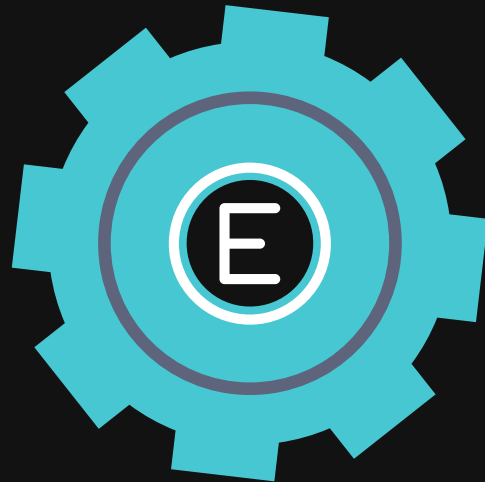
Deal
Closing



Production Line: DEAL Closing



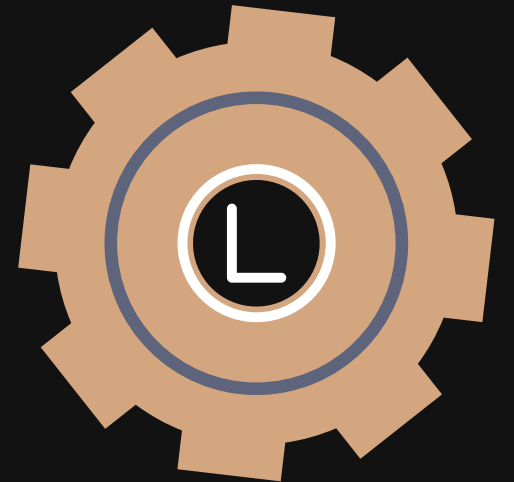
Discover



Educate

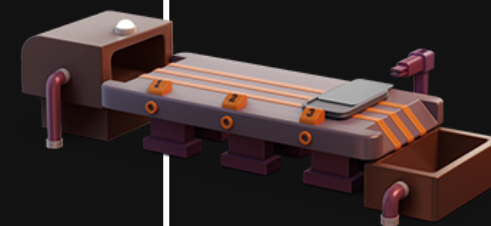


Associate



Lead

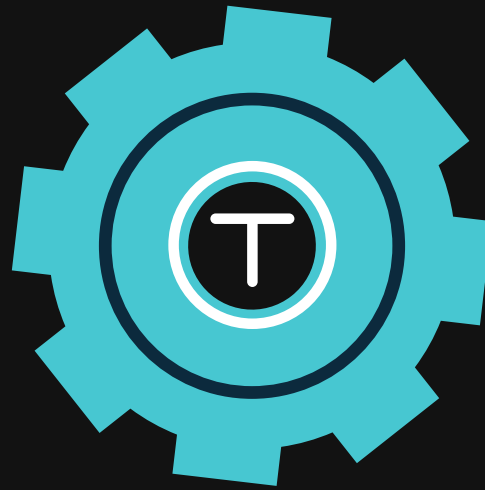
4 Sales Excellence



Sales Excellence



Data



Technology



People



Οι Πωλήσεις δεν είναι πλέον Τέχνη

Είναι Σύστημα.



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