

# Active Sales Growth



*Often, those with growth on their agenda are not short of ideas or options. However, competing pressures, a few failures or a lack of conviction on which approach to take, can lead to stagnation. Alternatively, success can be demotivating; when previous targets are met, new ones are not set or are not inspiring. Despite these challenges, you sense you can be more effective with a clear, simple strategy and discipline.*

Although there may be expectations from others, we start with what YOU want to achieve. What does that look like exactly? What are the characteristics of the contracts or clients you are aiming for? When you achieve it, what will be the benefits for you and your clients? What is driving you?

What has driven you before? What approach has felt authentic? What has been successful? What are you wary of? What are you doing at the moment and how is that working?

These are all straightforward questions; they should be. There is no benefit in over-complicating what is well within your capabilities. The coach's skill is to ensure the exercise is insightful and meaningful for you. Once you verbalise your considered goal and re-affirm what has worked for you, you review your options with improved commitment, clarity and belief.

From there you choose some initial actions that increase momentum. They are unlikely to achieve your target immediately, but they will compound your motivation from the session and clarify your thinking further before we repeat the cycle.

---

***“I chose Richard due to his experience in Financial Services but actually, his focus was on what were the right goals and actions for Me, not what had worked for him. It led me to rationalise my client list and some of the tasks I had been doing, as well as being more confident in my sales process, such as asking for referrals. Subsequently, my revenue increased by 11% while my client list reduced by 24% within 9 months.”***

**Ben Taylor**  
Stock Broker, Ballieu Holst, 2015

---

## **Contacting Richard**

Email: [ra@richardabbey.co.uk](mailto:ra@richardabbey.co.uk)  
Telephone: +44 (0)208 123 7816  
Mobile: +44 (0)7492 861 780  
[www.richardabbey.co.uk](http://www.richardabbey.co.uk)