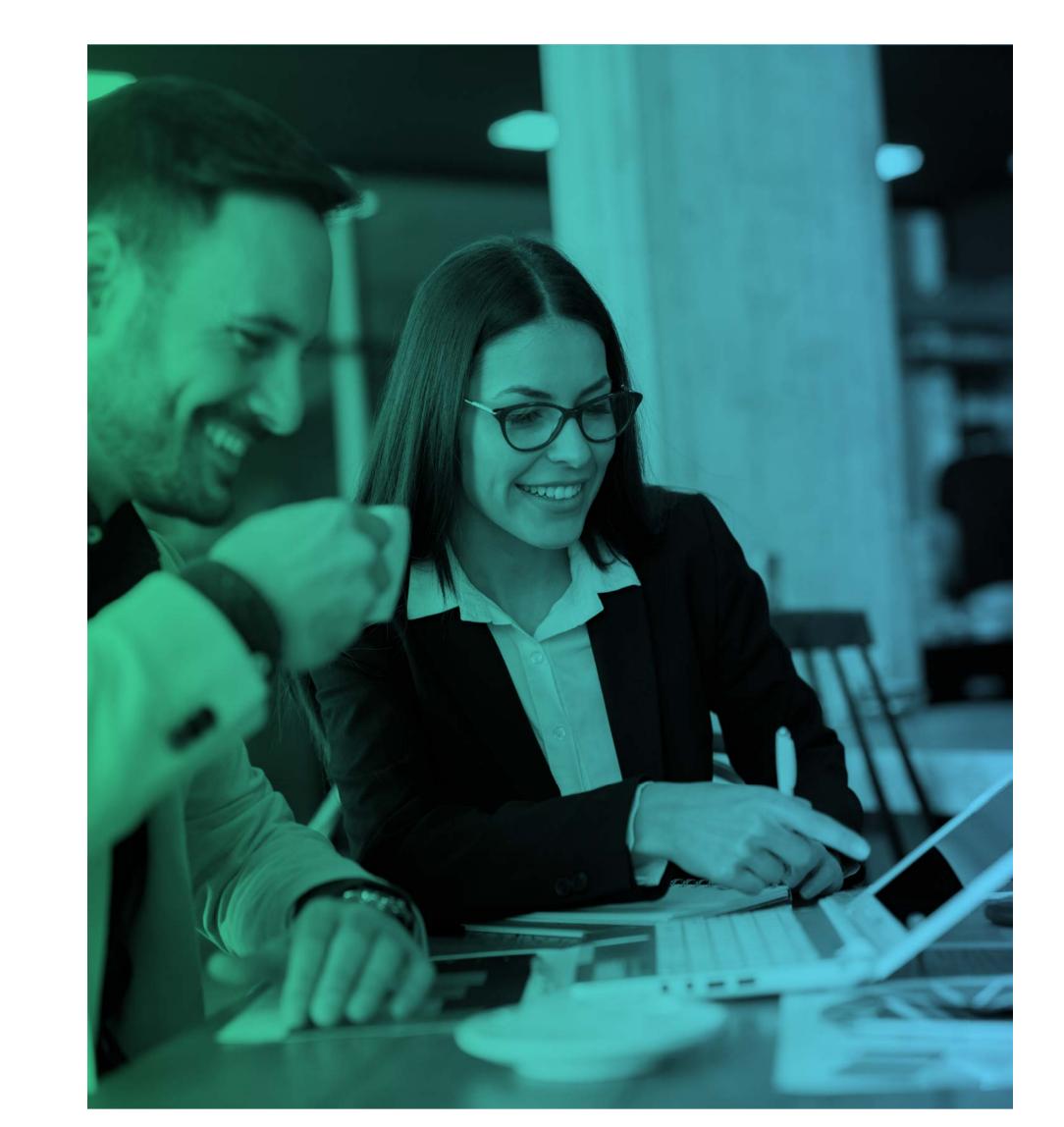


Get 30% more from your sales team

Give them the sales documents & plays they need to succeed.



44% of outreach failing to make it past one contact attempt. New reps typically take 10 months to reach full productivity, costing a business over £30,000 on average. While ineffective selling frustrates, with 58% of buyers finding reps unprepared.

Let's face it, there is nothing easy about sales. Prospecting is a constant challenge, with

Business development is complex

16% retention

after 90 days.

New hires will retain just

16% of all sales training

give up 92% of sales reps give up

after 4 rebuttals, but 80% of prospects say "no" 4 times before saying yes.

lack skills 42% of new sales reps lack skills and

knowledge.

can't find content 65% of sales reps say

prospects.

they can't find the

content to send to

Only 12% of sales reps are happy with their cold lead conversion.

happy

12%

50%

happy

Only 50% of sales reps hit their quotas, leading to an

turnover of 38%.

average sales team staff

Buyer behaviour is evolving

contacts

Engaging a prospect takes 8 contacts, on average.

content pieces

content before talking to a sales rep, and 11% consume over 7 pieces of content.

B2B buyers engage with

an average of 5 pieces of

82% of buyers feel underwhelmed by the support they receive.

82%

underwhelmed

60% read whitepapers

explored whitepapers during their research process, while 48% have read eBooks.

60% of B2B buyers have

90% of B2B buyers

54%

90%

research

research 3+ websites before making a purchase.

read case studies 54% of B2B buyers read

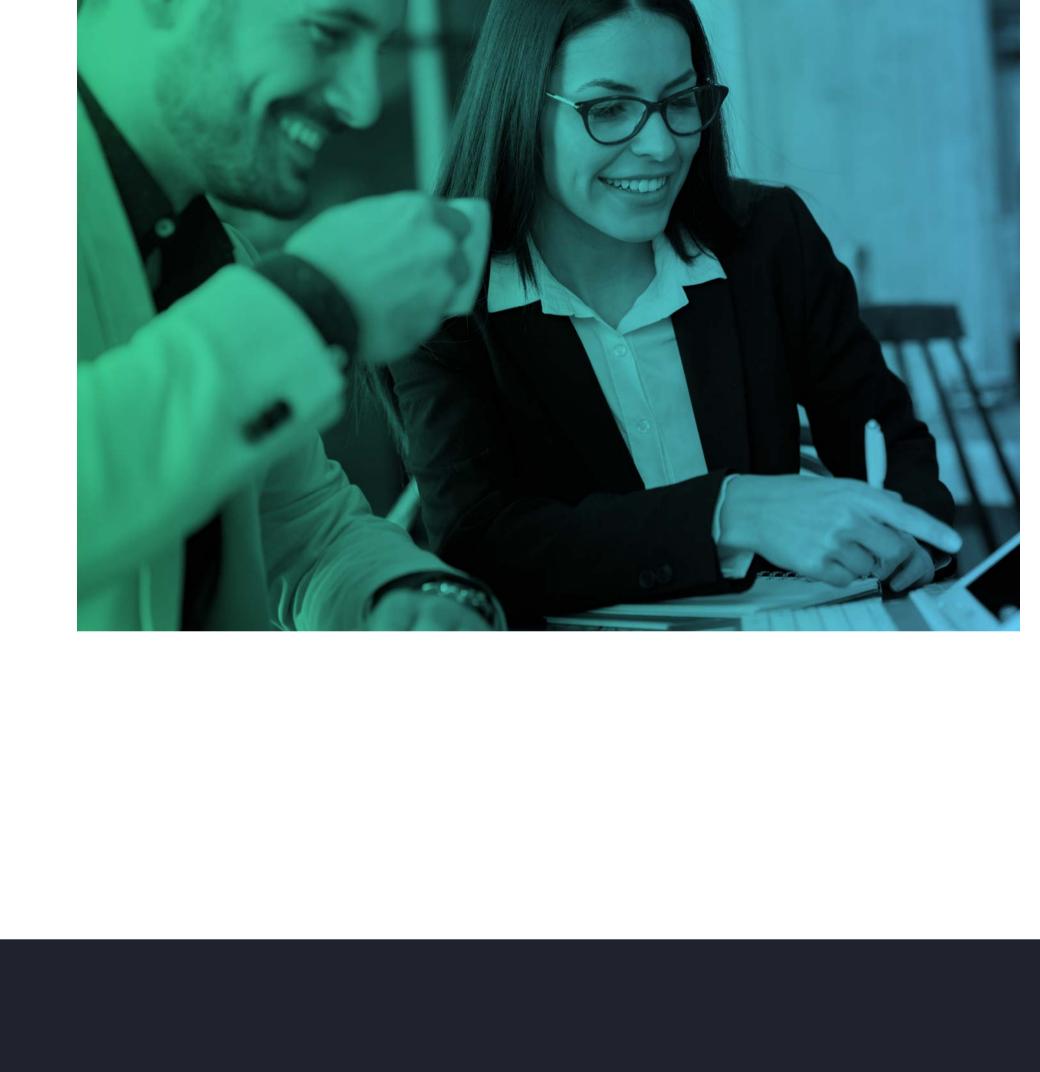
their last purchase.

case studies when making

Facilitates informed buyer decision-making Provides clear understanding of solutions

How sales content impacts the buying journey

- Boosts confidence through case studies and testimonials Offers personalised buying recommendations
- Ensures access to accurate and relevant information Delivers continuous updates on solutions and developments
- Builds trust through clarity and transparency Enhances post-purchase support experience
- Research shows sales playbooks increase sales target attainment by 25% and companies with defined sales processes grow 18% faster.



Infographics Guides Flyers BC SS OP

More sales content. More sales contacts. More sales closed

A proven playbook for success

EB eBooks

Battlecards

IG

FS

Factsheets

SPD Sales pitch decks

Success stories

Brochures

OG

Objection Guides

BR

revenue soar

Sales call scripts WP

Whitepapers

GD

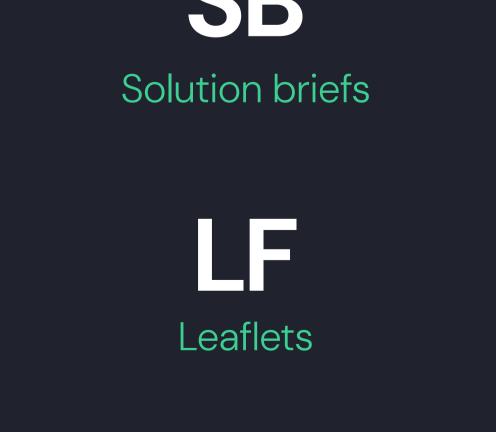
One-pagers

SCS

ST Sales tools

Turn your sales team into a closing machine...

See your customer acquisition cost drop and your



IA

Insights articles

CS

Comparison sheets

With a the sales content and tools they need

Reduce onboarding time for new reps by 50% and save £15,000 per hire.

Standardise sales success across your whole team

Achieve an 85% success rate in sales target attainment.

Work with the best sales toolkit.

Leverage the No.1 B2B sales strategy.

Increase sales by 30% within 12 months.

Fast-track performance for new starters

Roll out a winning formula.

Why AXD Agency? We are a specialist sales enablement and content agency

It's everything your sales reps need for success, from engaging infographics to insightful solution briefs and email and messaging templates to factsheets and call scripts, delivering a 30% boost to your sales performance.

Our proven playbook and compelling sales content move prospects forward and to

conversion. We blend your market intelligence with our sales expertise to create an

exceptional sales toolkit your team will be proud to use, enabling connections, starting

conversations and driving conversions, helping you win customers and beat competitors.

Let's get started

Adopt the strategies used by big tech, build buyer trust, and start smashing sales targets today.

axd.agency

To find out more, visit www.axd.agency or book a free discovery call with our team.

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