



Initiating New Business™ (INB)

How to generate qualified sales opportunities in new and existing accounts

Overview

Initiating New Business™ workshops are designed to help sales professionals improve their acquisition strategy. Participants learn how to identify potential needs in new and existing accounts, approach the right people, and start the sales process correctly. They improve the way they obtain and prepare first meetings, and use a consultative approach to increase trust and credibility.

Working in small teams, participants critically analyse their current practices, and develop concrete plans to initiate new business. The practical, easy-to-implement methodology and supporting tools help participants to quickly incorporate concepts into daily business, resulting in a better pipeline.

Who should attend?

Initiating New Business™ is suitable for account managers and others responsible for developing new business e.g. marketing, product management.

Workshop Benefits

- **More qualified leads** – through a systematic methodology for targeting accounts
- **Increased share of wallet** – by identifying new opportunities in existing accounts
- **Improved credibility and acceptance** – through a consultative approach to selling
- **More effective first meetings** – through professional preparation and execution
- **Reduced sales cycle time** – through improved control of the sales process

Workshop Contents

- A pragmatic approach for identifying potential needs and developing an entry value proposition
- How to target the right people and obtain a first meeting

- How to develop a personal assistant into a Coach
- How to prepare first meetings at executive level
- How to ask consultative questions
- How to use customer-centric communication to demonstrate capabilities
- How to install a sales process at the end of a successful first meeting
- How to summarise a meeting in a professional follow-up letter
- Application of methodology and tools on participant-chosen prospects and accounts

Duration

The two-day workshop begins both days at 8:30, ending at 19:00 on the first day, and at 17:15 on the second day. The first implementation review takes place about 3 months after the workshop.

Participant Preparation

To maximise the benefits of this workshop, participants complete a short assignment in which they critically analyse their current acquisition practices, and select the accounts on which to work during the program. Participants apply the workshop concepts directly on the accounts submitted.

Facilitator

Infoteam's trainers all have a successful selling background and several years of experience in using our methodologies. All information exchanged in the workshop is held in strict confidence.