



# Winning Complex Sales™ (WCS)

## Improving your chances of winning current sales opportunities

### Overview

**W**inning Complex Sales™ workshops are designed to help account teams analyse and improve their sales process in current opportunities. Working in small teams, participants create an Opportunity Roadmap outlining a concise strategy and action plan that guides the team to success. The practical, easy-to-implement methodology and supporting tools help participants to quickly incorporate the concepts into daily business, resulting in short and long-term improvements in sales performance.

### Who should attend?

The workshop is targeted at sales professionals. For optimal results, complete opportunity teams should attend, including account managers, sales managers, pre-sales specialists, and consultants.

### Workshop Benefits

- **Increase revenue** – by improving action plans in live cases
- **Improve win rate** – by identifying and eliminating sales process deficits
- **Better teamwork and coaching** – using a common language for opportunity management
- **More accurate forecasts** – through better control of the sales process
- **Improved resource utilisation** – through better qualification and focus on the right projects
- **Maximise long-term impact** – by ensuring that the concepts become part of daily practice

### Workshop Contents

- Understanding the differences between the sales process and the customer's buying process
- Gaining access to the complete Buying Center
- Improving opportunity team communication
- Developing personalised value propositions and ensuring that the customer experiences them

- Gaining trust at multiple levels by aligning the sales team with the Buying Center
- Securing the sale and accelerate the buying process using compelling business cases
- Developing and deploying a comprehensive competitive strategy
- Obtaining customer commitment to a joint action plan for the sales process
- Improving project qualification to determine which opportunities to focus resources on
- Analysing wins and losses to prevent poor sales practices from being repeated
- Managing selling time to achieve short, medium and long-term goals
- Converting the concepts learned into daily business

### Duration

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

### Participant Preparation

To maximise the benefits of this workshop, participants complete a short assignment in which they analyse wins and losses and describe their current position in 1-2 important opportunities. Participants apply the workshop concepts directly to the opportunities 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.