



# 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 opportunity 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** – by gaining 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 individual value propositions and ensuring that the customer experiences them

- Gaining trust at multiple levels by aligning the sales team with the Buying Center
- Securing and accelerating the sale by quantifying the benefits of your solution
- 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 unsuccessful 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.



# Leading the Sales Process™ (LSP)

**Ensuring fast implementation, sustained impact, and real change**

## Overview

Leading the Sales Process™ focuses on the manager - coach role in implementing a sales methodology. Participants learn how to lead a sales process improvement initiative, achieve fast implementation, sustain impact on results, and a maximum return on investment. Hands-on exercises focus on customising the sales methodology to your specific business, conducting effective opportunity and pipeline reviews and performing win/loss analyses.

## Who should attend?

Sales managers, sales operations, project leader and others responsible for implementing a sales methodology in daily business.

## Workshop Benefits

- **Effective implementation** – of a sales methodology designed to maximise your win rate
- **Faster return on investment** – with an implementation plan based on best practice
- **Recognition for sales leadership** – by leading the process of change through personal example
- **Sustained improvement** – by weaving the concepts into the fabric of your organisation
- **Improved productivity and motivation** – by coaching instead of controlling
- **More accurate forecasts** – through alignment of probability with sales process execution
- **Better staff development** – by identifying and resolving individual and team skill gaps

## Workshop Contents

- Understanding the role of coaching in effective sales management
- Customisation of the sales methodology to support your business

- Conducting effective opportunity and pipeline reviews
- Identifying the real underlying sales process issues and helping the team resolve them
- Building trust and improving communication with salespeople
- Performing win/loss reviews to identify best and worst practices
- Qualifying opportunities to improve resource utilisation and pipeline quality
- Avoiding organisational resistance to change
- Turning initiatives into results
- Walking the talk during the sales methodology workshops

## Duration

This 1-day workshop is ideally conducted shortly before a Winning Complex Sales program. Timing is 8:30 to 17:30.

## Optional Program

1-day reinforcement program consisting of 4-5 facilitated opportunity reviews with peer and expert coach feedback.

## Facilitator

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