



Winning Complex Sales™ (WCS)

Improving your chances of winning current sales opportunities

Overview

Winning Complex Sales™ is designed to help sales professionals analyse and improve their sales process in current opportunities. Working in teams, participants create an Opportunity Roadmap outlining a concise strategy and action plan that guides the account manager 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.

Workshop Contents

- Selection of current sales opportunities to learn and apply the concepts
- Identifying and gaining access to the complete Buying Center
- Developing individual value propositions and ensuring that the customer experiences them
- Gaining trust at multiple levels by aligning the opportunity team with the Buying Center
- Developing and deploying a comprehensive competitive strategy
- Securing and accelerating the sale by quantifying the benefits of your solution
- Developing an action plan to eliminate weaknesses and leverage strengths
- Obtaining customer commitment to a mutually agreed action plan for the sales process
- Managing selling time to achieve short, medium and long-term goals
- Improving project qualification to determine which opportunities to focus resources on
- Analysing wins and losses to prevent unsuccessful sales practices from being repeated
- Converting the concepts learned into daily business

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

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.

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's 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 maximise 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
- Determining and mitigating the inhibitors of success
- Aligning the concepts with current sales management practices
- Walking the talk during the sales team training

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 following the Winning Complex Sales workshop 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.