



WINNING PURSUITS

Learning Objectives

This hands-on two day workshop is designed to provide participants with the mindset, skills and tools to increase their success in winning business.

By the end of this workshop, participants will be able to:

- Define a clear and compelling sales opportunity
- Assess an opportunity more effectively
- Identify the importance of questions in winning pursuits
- Gain insight into what their current questions communicate to the client
- Describe the key players in a client pursuit, their power and authority, change style and the likelihood they will support a sales initiative
- Articulate a client-focused value proposition
- More effectively assess an opportunity within the sales pipeline
- Examine various opportunity strategies
- Create an action plan to accelerate the close of business

PROGRAM FLOW

KEY CONTENT AREAS

Welcome

- Introduction, Learning Objectives

Winning Pursuits

- Organizational Context, Why it Matters
- Types of Sales People (Technical, Relationship, Closer, Consultative, Challenger)

Sales Opportunities and Qualification

- Description
- Confidence and Stage
- Attractiveness
- Qualification/Real Win Worth It
- Probability Pentagon

Key Player Tool

- Identify Key Players
- Personal and Professional Needs
- Buying Types
- Power and Authority
- Change Style
- Client Perception/Client Influence Grid
- Mapping Key Players

Questions

- Types of Questions (Tactical, Qualification, Strategic, Personal Need)
- What Our Questions Say About Us
- High Impact Questions
- Known and Needed

Leveraging Strengths

- Clear and Compelling Value Proposition
- Sources of Differentiation
- Sources of Insight

Strategic Path

- Frontal, Flanking, Fragment, Forego
- Tactical Action Plan

Workshop Close