

Winning Pursuits

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

Learning Outcomes

- Define clear and compelling sales opportunities
- Assess an opportunity more effectively
- Identify the importance of questions in winning pursuits
- Describe the key players in a customer pursuit, their power and authority, change style and the likelihood they will support a sales initiative
- Articulate a differentiated value proposition
- Examine various pursuit strategies
- Leverage a tool in order to get to green

Program Flow

Welcome

Introduction

Learning objectives

Sales Opportunity Selection

Customer attractiveness

Opportunity Assessment

Probability pentagon

Real, win, worth it

Winning Pursuit

What wins

Opportunity scope

Surfacing objections early

Tough question practice

Key Players

Identify key players

Personal and professional
needs

Buying personas

Power and authority

Change style

Customer perception /
Customer influence grid

Mapping key players

Leveraging Strengths

Clear and compelling value
proposition

Sources of differentiation

Sources of insight

Competitive Strategic Path

Frontal, flanking, fragment,
forego

Getting to Green Application

Workshop Close

Workshop evaluation