

Description

This highly interactive 1-day workshop will help you understand and drive your Customers' buying process to increase your sales velocity and win rates.

It will enable you to enhance your skills, processes and knowledge to increase the value we will bring to the buyers.

We will identify best practice techniques for:

- Defining, creating and developing value propositions
- Identifying and analyzing the 'real' decision makers
- Building the Influence Map and identifying the key players' business & personal goals
- Developing and using the Champions influence
- Pre-empting and controlling your competitors' strategies

All of these tools & techniques will be applicable to your existing sales processes. We will use the Qlik sales process best practice to exemplify how they can be integrated into your sales activity. With this joint sales approach, we will maximize our collaboration, increase our sales success and ultimately increase our profitability.

Value & Benefits

- Creating more business value for the customer to increase your sales velocity and their need to buy from us
- Developing business based relationships with the senior influencers that are driven by the personal & business value we will deliver
- Qualifying earlier to ensure we are working on the right opportunities to improve our win rates
- Setting competitive traps in our sales strategy to increase our joint competitive advantage
- Influencing the buying process by becoming part of the opportunity influence map

Participation

Anybody involved in sales or presales management, sales, presales support and other members of the extended sales teams who are responsible for, or work on, sales opportunities.

Free and only available to registered partners.

Maximum Attendees

40 participants

Workshop Timing

Start: 0830 / 8:30 A.M.

Finish: 1700 / 5:00 P.M.

Includes: One hour for lunch and morning & afternoon breaks of twenty minutes.

**Please note that lunch is provided for all attendees.*

Agenda Overview

- What is Value?
- How and what do customers buy?
- Using the Business Value Framework to engage early in their buying process
- Aligning solutions to a Customers' Goals, Problems & Needs
- Creating value propositions
- Developing value throughout the buying process
- Analysing, developing and managing influence
- Identifying and executing the right competitive strategies