



## Initiating New Business™ (INB)

### Generate qualified opportunities through systematic targeting

#### Overview

Initiating New Business™ workshops are designed to help account teams improve their acquisition strategy. Participants learn how to identify potential needs in target accounts, approach the right people, and start the sales process correctly. They improve the way they obtain and prepare first meetings, and use a consultative approach to increase sales effectiveness.

Working in small teams, participants critically analyse their current practices, and develop concrete plans to initiate new business. The practical, easy-to-implement methodology and supporting tools help participants to quickly incorporate concepts into daily business, resulting in a better pipeline.

#### Who should attend?

Initiating New Business™ is targeted at sales professionals. For optimal results, account managers and others responsible for developing new business should attend.

#### Workshop Benefits

- **Generate qualified leads** – through a systematic methodology for targeting accounts
- **Develop existing customers** – by identifying new opportunities
- **Improve credibility and status** – through a consultative approach to selling
- **Improve first meetings** – through more comprehensive preparation
- **Reduce sales cycle time** – through improved control of the sales process

#### Workshop Contents

- Assessing current lead generation activities, and identifying areas for improvement

- Learning the proven CASA (Collect, Analyse, Strategise, Approach) methodology for identifying and creating new business
- Targeting the right people and creating the “hooks” to obtain a first meeting
- Evaluating alternative means to approach to target customers
- Comprehensive preparation of meetings at management level
- Installing the ideal sales process following a successful first meeting
- Applying the methods and tools on participant-chosen accounts

#### Duration

The two-day workshop begins both days at 8:30, ending at 19:00 on the first day, and at 17:15 on the second day. The first implementation review takes place about 3 months after the workshop.

#### Participant Preparation

To maximise the benefits of this workshop, participants complete a short assignment in which they critically analyse their current acquisition practices, and select the accounts on which to work during the program. Participants apply the workshop concepts directly on the accounts 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.