

Workshop Overview

Improving Sales Performance in Business-to-Business Selling

Sales Process Improvement programs focus on a structured approach to initiate new business, win complex sales, develop strategic accounts and sustain change through effective coaching. In contrast to traditional sales training, where the majority of the time is spent on theoretical case studies, our programs focus on your own opportunities. As a result, the attendees return to the office with an action plan they can immediately put into effect. Through implementation support and ongoing coaching we help our clients weave the concepts into the fabric of the organisation – to achieve sustained improvements in sales performance. Our workshops include:

Initiating New Business™ (INB)



a program designed to help account managers 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.

Winning Complex Sales™ (WCS)



a program designed to help account teams analyse and improve their sales process in current

opportunities. Working in small teams, participants create an Opportunity Roadmap outlining a concise strategy and action plan that guides the team to success. They develop solutions for

eliminating the deficits in their current sales process. 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.

Managing Strategic Accounts™ (MSA)



a program designed to help account teams grow the business by building on existing and identifying new

opportunities. The underlying principle of the program is that an organisation must consistently add value to the customer's business to become a strategic partner. The participants gain a deeper insight into their customer's business and analyse the strengths and weaknesses of their current relationships. Based on this analysis, they develop a 1 to 2 year strategy and action plan for developing the account.

Coaching the Sales Process™ (CSP)



this focuses on the manager's role in implementing sales process improvements. It provides

managers the tools to improve performance and develop individual and team skills. Participants learn how effective coaching helps achieve faster implementation, sustained impact on results, pipeline reviews, and maximum return on training investments. Hands-on exercises focus on conducting effective opportunity and performing win/loss analyses, and setting targets for individual development.