



WINNING COMPLEX SALES® (WCS)

WORKSHOP OVERVIEW

Winning Complex Sales™ workshops are 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. 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.

WHO SHOULD ATTEND ...

The workshop is targeted at sales professionals. For optimal results, complete opportunity teams should attend, including account managers, sales managers, pre-sales specialists, and consultants.

WORKSHOP BENEFITS

- **Increase revenue** – by improving action plans in live cases
- **Improve win rate** – by identifying and eliminating sales process deficits
- **Better teamwork and coaching** – using a common language for opportunity management
- **More accurate forecasts** – through better control of the sales process
- **Improved resource utilisation** – through better qualification and focus on the right projects
- **Maximise long-term impact** – by ensuring that the concepts become part of daily practice

WORKSHOP CONTENTS

Understanding:

- a customer's formal and informal decision making process
- Developing personalised value propositions based on customer needs
- Improving opportunity team communication
- Gaining trust and credibility at multiple levels in the customer's organisation
- Gaining access to the customer's complete buying center
- Securing the sale and accelerate the buying process using compelling business cases
- Obtaining customer commitment to a joint action plan for the sales process
- Improving project qualification to determine which opportunities to focus resources on
- Analysing wins and losses to prevent poor sales practices from being repeated
- Managing selling time to achieve short, medium and long-term goals
- Staying ahead of the competition by converting training into action

DURATION

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

PARTICIPANT PREPARATION

To maximise the benefits of this workshop, participants complete a short assignment in which they analyse wins and losses and describe their current position in 1-2 important opportunities. Participants apply the workshop concepts directly to the opportunities submitted.