



Strategic Opportunity Selling is an interactive, instructor-led training program. Participants will learn new skills, execute techniques and create a plan to win a specific, real opportunity.

## What it Takes to Win

Your account team will explore an actual sales opportunity from your pipeline, determine if the opportunity represents a good place to invest time and resources and if so, how to achieve a win.

The team will examine the crucial factors that drive a winning strategy. The strategy and key tactics are documented for subsequent team communications and commitments are made.

Critical resources needed to win are identified and your team leaves with a completely functional opportunity (Win) Plan that has been reviewed by one of our professional consultants.

## Know When to Bid

Having a better understanding of an opportunity and improved ability to evaluate the potential of a win ultimately translates to your success. This workshop can teach you the best methods to overcome the challenges that may arise during the sales cycle.

- Low win rates on large value opportunities
- Difficulty in saying “No Bid” and walking away
- Increasing cost to compete for large opportunities
- Poor utilization of expensive resources
- Inability to communicate, collaborate effectively with team members – especially virtual team members
- No method to maintain control of key opportunities -especially near the end as the pace accelerates

## You Will Be Able To:

- Perform opportunity assessments and make “Go/No Go” decisions throughout the opportunity
- Select an effective competitive strategy
- Identify the account politics including key influencers
- Leave with documented plans that include:
  - Documentation of strategies and tactics
  - Actions to collect missing facts about the opportunity
  - Actions to fill gaps or exposures in coverage of key persons in the organization
  - Actions to capitalize on strengths and minimize areas of vulnerabilities

### Who Should Attend

Designed for sales teams, including virtual teams, that have large or key opportunities that are designated as “must win” in their portfolio.



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### Introduction

- Position strategic opportunities
- Define strategy and tactics related to opportunity planning
- Expand the traditional view of how sales teams qualify opportunities
- Identify how organizations buy and the impact it has on qualification
- Introduce the elements of a formula for sales success

### Assessing the Opportunity

- Determine if the customer will act
- Identify your standing within the account
- Evaluate and decide whether to proceed or choose another strategy

### Aligning with the Right People

- Determine who has pain
- Determine their formal and informal roles in the opportunity
- Determine if you are positioned with the right power people to win
- Determine what politics and influencers may affect the opportunity
- Develop Win Plans leading to sales success

### Outmaneuvering the Competition

- Perform competitive analysis on opportunities
- Select the most applicable competitive strategy for winning
- Improve your position in an opportunity to increase your win odds

### Gaining Control and Charting the Win Plan

Recognize the key control elements necessary to strengthen your Win Plan, including:

- A corporate value proposition / analysis – use value as an accelerator
- Required proof steps – managing the decision criteria during the evaluation process
- Management of risk at the end – reduce fear, uncertainty and doubt from the customer’s mind

### Testing Your Win Plan

- Use peer reviews to test individual Win Plans
- Uncover potential flaws before executing the Win Plans