

SOLUTION SELLING®

Topical Agenda

Sales Management and Coaching

1 Day Workshop

Module: Key Management Roles and Activities

Objectives:

- Explain common management difficulties addressed by the sales management methodology
- Articulate the impact management involvement can have on sales methodology adoption
- Describe multiple levels of corporate support that can drive sustained sales results
- Define the primary steps / components of the sales management process

Exercise(s):

- Perform an exercise focused on introducing themselves and their top management challenges

Module: Verifiable Outcomes

Objectives:

- Describe the importance of verifiable outcomes in the sales process
- Articulate key components found in quality evidence

Module: Opportunity Analysis – Process Focused

Objectives:

- Inspect specific opportunities to determine / verify milestone status
- Assess the quality of opportunity execution in relation to milestone status
- Inspect the quality of verifiable outcomes to ensure accuracy of milestone status

Exercise(s):

- Performed exercises analyzing deficiencies in the quality of a sample:
 - Power Sponsor Letter
 - Evaluation Plan

Module: Opportunity Analysis – Strength of Sale Focused

Objectives:

- Describe five key factors that need to be strongly developed in an opportunity
- Describe how these key factors can impact forecasting decisions

Exercise(s):

- Perform an exercise analyzing the “strength of sale” for an opportunity

Module: Opportunity Coaching

Objectives:

- Describe best practices of effective coaching
- Articulate the different characteristics of opportunity and skill coaching
- Prepare for coaching sessions using a proven coaching Methodology

Exercise(s):

- Perform an exercise and role play preparing for and executing a coaching session

Module: Pipeline Analysis and Pipeline Management

Objectives:

- Determine if there is enough business in the pipeline to produce the revenue needed to meet goal
- Describe possible actions to take to fill the revenue attainment gap
- Determine if opportunities are moving through the pipeline at a rate that will contribute to the revenue needed to meet goal

Exercise(s):

- Perform exercises analyzing a:
 - Pipeline to determine the potential yield
 - Pipeline report to identify potentially stalled opportunities

Module: Identify Skill Issues

Objectives:

- Describe the common selling difficulties that occur frequently at specific steps in the sales process
- Analyze a collection of opportunities to identify common trend(s) indicated a potential skill issue(s)
- Use coaching tools to help diagnose the skill issue(s) and recommend corrective actions and plans for salespeople

Module: Conduct Skill Coaching

Objectives:

- Use a proven coaching methodology to assist in skill coaching (similar to opportunity coaching)
- Use coaching tools to recommend corrective actions leading to improved selling skills

Exercise(s):

- Perform an exercise identifying a case example where a skill issue exist
- Role played applied coaching techniques to remedy the skill issue

Module: Develop Adoption Plan

Objectives:

- Describe the best practices for ensuring adoption of sales process within their organization

Exercise(s):

- Perform an exercises constructing a plan to support the adoption and implementation of the sales process within one's area