



Opportunity Management

Are you looking for ways to improve the accuracy of your forecast; shorten your sales cycles; increase your productivity; anticipate threats to your sales campaign and drastically increase your probability of winning? One of the most important skills that sales people must possess in order to do these things is to be a voracious qualifier. Your time is your most valuable asset; it can not be wasted.

Target group

Early to mid-career sales professionals

Topics

- ⇒ How do you leverage the Economic, Political, Competitive and Operational Landscapes of my customer?
- ⇒ How do you financially justify your opportunity?
- ⇒ Who is the ultimate decision maker and how do you interact with them?
- ⇒ Do you know the decision criteria and is it in your favor?
- ⇒ Do you know the decision process steps and timing?
- ⇒ Have you eliminated your competition?
- ⇒ How do you build and test champions?

Approach

The training course is instructor led and is designed to be highly interactive with practical exercises. This module concludes with Commitments to Action (CTA's) which ensure that the learning is applied in the field.

Duration

½ - 1 day

Course objectives

After this training course, you will be able to:

- ⇒ Leverage the landscapes
- ⇒ Use the FEDDEC Challenge tool to qualify your opportunity
- ⇒ Interact effectively with the ultimate decision maker
- ⇒ Build, test and collaborate with your champions

Follow up courses

Advanced Selling, Account Plan Development, Account Strategy, Executive Level Selling, Tiered Selling, Value Messaging