



## *Having an Opinion*



A sales person without an opinion is like a book without a plot – after a short time we wonder why we are spending any time with it. The great challenge for sales teams is how to create relevance with a business context in order to grow revenues. How can we grab the attention of the Customer?

The catalyst of a Value Created relationship is when you, the seller, allow the Customer access to your knowledge, insight and understanding as it applies to his market. The focus then moves from your product knowledge, to their business needs. To achieve this you need to clearly identify and articulate where your value is to them. If you don't do this, you won't be able to explain why the Customer should engage with you and the Customer will treat you as just another supplier, to be treated as part of a cost centre. The workshop is for the virtual sales team: Sales people, pre-sales, Consultants and Marketing.

### **Having an Opinion workshop**

*Having an Opinion* is a two day workshop which enables sales people to identify the potential to create value for a Customer and how to formulate an opinion from that - the *Value Strategy*. The *Value Strategy* is then engaged with the customer through *Value Positioning*. The workshop is designed to produce a measured output in live new revenue streams and facilitate the repeatable process.

#### **It includes:**

- Understanding the Sales Culture models
- Thinking about Customer sectors
- The process of Value Identification
- Create Opinion of value to a CxO
- Engaging the Partner ecosystem
- Linking opinion driven business cases with Customer metrics
- Leveraging our value against Customer politics

#### **It answers the following questions:**

- How can we grab the attention of the Customer?
- How do our account plans help in Creating Value?
- What the Customers can't see in their markets?
- Where is there new sector activity?
- How much actual Value can we create for the Customers?
- What are the new revenue streams for us?