



*OptiVente : an external light
for best business visions*

Business development workshops

WORKSHOP – OPTIMIZE YOUR BUSINESS POSITIONING

 **How to prioritize your product-service offers supplied by your company?**

 **Optimize tackled markets**

A too wide target makes you lose credibility

A too small target does not allow you to live, so how to find a happy medium?

 **Take obstacles into account**

How can a SME analyze its competition at the lowest cost?

SWOT tool

 **Determine your best company positioning**

The offer-market matrix

 **Optimize your customer's portfolio**

To optimize your current customers' income:

-Pareto method

-ABC' matrixes

WORKSHOP – BUSINESS DEVELOPMENT TACTICS

Strategy: Targeting the best opportunities

Taking into account your strengths and weaknesses
-Competitors
-Customers and your priority offers

Product-service policy

How to design convincing offers?
How can brand help?

Tariff and contract policies

How to optimize them?

Sell with partners

Which type of partners should you choose?
Which type of possible agreements?
How to find your sales partners?
How to motivate them?

Communicating with a low budget

... with profitable results.

Sales pitches tools

Every sales people have arguments, but few have a really convincing speech - Why?
Which tools should you use to create your argument tables?

Build sales tools (Web, booklets, etc.)

Indispensable tools
Useful tools
How to make them convincing at a reasonable price?

French financial subsidies for business action

WORKSHOP – BUILD YOUR SALES PITCH AND TOOLS

 **Why salespeople's argument is often weak?**

 **Argument tables technique: EBCD**

Technique introduction

Given examples

 **Writing your own EBCD sales pitches**

Subgroup work: group and consultant coaching.

 **PowerPoint creation with the EBCD method**

A good visual aid design golden rules Smart copy and paste of your argument tables

 **Other sales and sales pitches**

Your EBCD use possibilities examples for your booklet, phone script, etc.

WORKSHOP – SUCCEEDING YOUR EMAILING CAMPAIGNS

E-mail efficiency – Email campaigns legal notice

Opt in / opt out

French Information Commissioner's Office

Intellectual property

Examples of good practices

Building or buy a customer database?

Some cautions if you buy data.

Build your database on your own?

How to collect addresses?

Make your e-mailings

Information letter catchers

Business emailing without spamming

E-mail customization

Title choice

Has e-mail a specific writing mode?

A sales pitche technique for e-mails

Golden rules for a good e-mailing

Freeware tool display and delivery (CD)

Sending your customized e-mails. For example, this tool enables an automatic insert of correspondents' names, and also pictures, attachment, etc.

WORKSHOP – BUSINESS PROSPECTION TOOLS

TARGET: Design your action plans

Which actions by account?

Computer tools to manage your sales actions

CONTACT: Know how to efficiently make an appointment

How to introduce the meeting?

5 steps of a good appointment phone script

CAPTURE: Discover your customer

Accurately identifying needs, purchase approach

Tool: Discovery form

CONVINCE

How to structure your arguments to make them really convincing?

Practical tool example (EBCD)

CONTROL: Deal with objections

2 techniques to deal with objections:

Prepare OR (Objection Reply)

Put OCRE (Objection Cushion REply)

CLOSE: Win decision

Detecting the right signals to begin closing stage

2 techniques to facilitate involvement

WORKSHOP – PHONE PROSPECTION

Objective: leading to an appointment or a sale

 **Making contact**

How to briefly arouse your auditor's interest?

 **Discovering**

How to prepare sales pitch, with right questions?

 **Convincing**

Impacting presentation of your offer on the phone

Chic an objection

Dealing with objections

Phone negotiation

 **Closing**

How to facilitate a "yes" from your interlocutor?

 **Script writing and optimization**


In subgroups and coaching from the consultant

 **Role-plays**

Phone approach simulation, coaching

WORKSHOP – QUESTIONS TO PREPARE SALES

Define questions to detect needs, get business information such as company organization, budget, competition. Strengthen practice ease to optimize questions.

 Duration of each workshop: 2 workshops, of 3:30 hours each

 Method principle:

1st workshop: 60 to 70% practice

Discovery techniques presentation and mostly, questions to ask for preparation.

2nd workshop: 100% of practice

Discovery interviews simulation – coaching

WORKSHOP – CONTROL OBJECTIONS

 **A first technique to deal with objection content**

 **First technique role-play**

 **Behavior technique to deal with objections**

How to soften objections?

How to maintain excellent relations?

 **Role-play**

 **Handling tough objections**

How to cope with manipulation ("fake beards") or bad faith?

 **Tough objections role-play**

WORKSHOP – WIN YOUR NEGOTIATIONS

Understand purchasers

Demystify purchasers by knowing their techniques and traps

Negotiation preparation

Defining what is negotiable

Preparing your negotiation table

Discovering your customer

Role-plays

Making your preparation tools

Face-to-face negotiation techniques

When and how to start a negotiation?

Manage negotiation: defend your position

Suggest...

Price negotiation

Negotiation role-play

Close a negotiation

Some possible techniques to facilitate the commitment

Role-play

WORKSHOP – CLOSING SALES

Closing... but what?

A meeting closing does not always end with an order, so what we can get?

Detect the right moment to close

Techniques to facilitate commitment

- « Direct »
- « Do as if »
- « Emergency »
- « Postponed order »
- « Opportunity »
- « Alternative »
- « Minor choice »
- « Return on investment »
- « Role-plays »

WORKSHOP – SELL WITH PARTNERS

Preparation approach: Action plan importance

Which parts of your offer's portfolio should you sell?
Which business model and at which profit level should you sell?
With which types of partners should you sell?
Should you contract the partner agreement?

Building specific sales pitches for partners

Presentations to your partners
Communication plan
Getting into action: partner approach
Designing your action plan
Getting the assistance with approach tools

Starting the network

Trainings
Sales tools
First meetings
Long-term development: managing your network
Managing your network: actions control

Certified Training Consultant





(Dale Carnegie)






COMPETENCES AND ABILITIES

<u>Sales</u>	<u>Marketing</u>
<p style="text-align: center;"><u>Management – coaching :</u> Sales teams • Lobbying.</p> <p style="text-align: center;"><u>Sales:</u> Direct sales • sales through partners • action and account plans • qualifying prospects • offer presentations • objection handling • replying to int. tenders • negotiations • closing • follow up</p> <p style="text-align: center;"><u>Export :</u> Setting up of partnership • Export related issues (financing, incoterms, etc.)</p>	<p style="text-align: center;"><u>Strategic :</u> Product positioning Market analysis Business plans.</p> <p style="text-align: center;"><u>Mix :</u> Company offers, Implementation of indirect & direct sales and contractual policies.</p> <p style="text-align: center;"><u>Operational :</u> Design of sales methods, and sales tools creation.</p>








LANGUAGES

English		<ul style="list-style-type: none"> ◆ Read, write and speak fluently; Anglo-Canadian marriage; professional use of English ◆ 3 months working experience in the US. Cambridge University Diploma (FCE)
French		Mother tongue
Spanish		Basic knowledge
German		High school level

EDUCATION

	2004	Coach Training Program Graduate by the Dale Carnegie Institute (Paris – France)
	2001	◆ Marketing (20 days): from strategic analysis to operational marketing plans, by ESM (Lyon – France)
	1990-2000	◆ Sales training, seven in total.
	1987	ESSEC : Number one business school in France – Master of Business Administration – Specialization in company creation
	1987	Master of sciences in electronics, by ENSEA

REFERENCES

	OPTIVENTE Since 2003:	<u>General manager - consultant</u> : Sales & marketing consulting and training. www.optivente.com
	LYRIA : Software start-up 2002	<u>General Manager</u> : ◆ Creation and application of marketing plan ◆ Business plan, fund raising, board of directors member
	ERICSSON telecom 2000 - 2002	<u>Major Account Director</u> : ◆ European multi skill management : 30 people in 5 countries. ◆ Targeted turnover over 4 year period: € 3 billion in infrastructure and services Customer and governmental lobbying, (for 2 large clients)
	SAGEM : telecom 1997 - 2000	<u>Sales Director – North and Eastern Europe</u> ◆ A yearly turnover of € 13 M in Europe. ◆ Team management: 3 sales people, 1 sales assistant, and 3 pre-sales engineers Setting up sales and marketing methods to improve sales.
	STERIA IT systems 1993 - 1997	<u>Large Accounts Manager</u> : Services sales ◆ Associating companies for common bidding, France and European territory. ◆ Awarded several times best sales person.
	France Télécom 1991-1993	<u>Business Manager</u> Joint operations with telecom operators in Eastern Europe, such as implementation of the first smart card public phones in Hungary: Marketing consulting and training.
	C.S. telecom 1988 - 1991	<u>Project Manager</u> : National Bank of Greece - Athens. ◆ In charge of the installation of the first Greek P.A.B.X dedicate brokerage firms.

OptiVente – 4 Rue Benoît Malon – 92 310 Sèvres, France. www.optivente.com
 40,000€ Ltd. French Company Registration Number (SIRET): 480 082 445 00010
contact@optivente.com Tel: (33) 1 46 89 07 32 – Fax: (33) 1 41 14 94 17
 Training company, registration number: 11 92 150 58 92

CONTACTS:

OptiVente

Tel: +33 1 46 89 07 32

Thierry CRAYE

contact@optivente.com

4 Rue Benoît Malon,
92310 Sèvres
FRANCE

www.optivente.com