

# BUSINESS MANAGERS: COMPLEX SALES

## *Selling in a complex environment*

This is particularly adapted to innovative solution: Software, Information Technology, Biotechs, complex services such as consulting.

### Objectives

- Control the methods and tools specifically made for business managers.
- From the strategy and meetings organization to customer loyalty
- Business meeting is especially emphasized (50%)

### Concerned people

- Sales person in a complex sales environment: technological sectors, consulting, etc.

### Knowledge required

- Sales abilities

### Duration

- From 3 to 5 days

### Pedagogy & Practice

- Very pragmatic tools and playful pedagogy
- Lecture
- Experience shared with the participants
- Experienced situations study (from the participants or suggested)
- Simulated or filmed, and then analyzed role-plays
- Self-evaluation form

### Know-How acquired

#### **BUSINESS MANAGER: Designing your action plans**

- Business specificities compared to an « ordinary » sale.
- What distinguishes a Business manager from a pure salesman?
- Business organization: what kind of Business manager are you?

#### **TARGET : Key accounts strategies**

- Tools:** Pareto method – EBCD Matrix – The account plan, simplified and more elaborated versions – The Business action plans: How to well organize the actions per account, when, etc.

#### **THE PURCHASERS:**

- How do they set up their purchase strategies?
- Which frequent traps do they set? How to avoid them?

#### **CONTACT : Perfectly starting your face-to-face meeting**

- Immediately gain confidence
- Tool:** The COPA technique (Context – Objective – Plan – Agreement) – Timing control

#### **CAPTURE: Start well your meetings**

- Perfectly identify the stakes, needs, purchase method.
- Tool:** The Discovery Form – Meeting Simulation.

#### **CONVINCE: Persuasive solution presentation**

Every Business Managers have pitches but few of them have efficient sales pitching: make a difference with some techniques:  
2 tools: Competitive Matrix – The EBCD (Expectation – Benefits – Characteristics – Demonstration), set up your own pitches.

#### **NEGOTIATION: The purchaser and buyer's point of view have to be the same**

- How to get ready for the negotiation? - Tool: preparation table–
- Cleverly lead the negotiation: The indispensable steps – Role-plays

#### **CLOSING: Winning the decision**

- Discover what slows down the decisions – How to solve this situation? Detect the right moment to close stage – 6 techniques to facilitate commitments

#### **CAPITALIZE: Build customer loyalty**

- The « bottleneck » technique – The « Champion » technique
- How to efficiently use your network

#### **Set up a personal action plan**

- Self-analysis and participants' diagnosis: Strong/perfectible points

Improvement objectives

 **Why this course:**

A genuinely operational and customizable course: All the programme can be declined to your real business cases.