



Our strategic account and sales strategy review service can improve your sales success ratio and profitability.

Learn how with our half-day “taster” workshop.

Contact Interimco

David Hunt
Principal Partner
Email: david.hunt@interimco.co.uk
Tel: +44 (0) 7771 550 968
www.interimco.co.uk



Strategic Selling Half Day “Taster” Workshop

- Are you involved in complex, high value sales where the selling cycle is lengthy and costly?
- Do you want to improve your win ratio and profitability on each sale?

If you answered “Yes” to the above two questions, you should contact Interimco without delay. We have developed a half day “taster” workshop for senior businessmen and major accounts sales personnel so you can experience just how we can help you be more successful.



“If you keep doing things the same way you will end up with the same results.”

The half day “taster” workshop is a high value educational session that will help your sales people and senior business managers think differently and more clearly about the way you sell major projects and how you prioritise which projects should receive the precious resources required as part of your account or bid team.

It will help you take a more realistic and objective view of your sales pipeline and help you identify early on in the sales cycle which projects you are likely to win and which you are likely to lose. It will not only enable you to identify clear steps to maximise your chances of winning but it will help you take the tough decisions on which opportunities you should decide not to progress.

Don’t waste resources on sales you will lose – identify those you can win, then make sure you do!

Adding value to your business

How does it work?

For maximum benefit the half-day workshop is run for small groups of up to 6 people. It is normally run on the customer site or other venue of your choosing. Where it is impractical to run the workshop on site, it can also be run online using Webinar technology.

The workshop is structured to focus on core elements that differentiate successful sales people from the rest, so addresses:

- The sales pipeline funnel - and how to manage “Death Valley”
- Effective sales qualification – introducing a methodology that will help you pick the winners
- Developing the need – an introduction to SPIN® selling
- Planning the sale – a planning approach that will improve your success rate

The Sales Pipeline Funnel

All sales staff should be familiar with the sales pipeline funnel and its importance in helping prevent the frequent peaks and troughs that so many sales staff suffer. It also addresses the dreadful “Death Valley” that happens too often after they have submitted their proposal then found that everything goes quiet. In a sales situation “no news” is NOT good news.

Effective Sales Qualification

No business can afford to waste valuable resources chasing a sale it can never win but that is exactly what most businesses do; day after day after day. This workshop will help you identify where you lack important information that you really need before you commit too many resources to an opportunity and it will introduce you to a strict qualification methodology that will help you weed out those sales you will probably lose and identify those you should focus on.

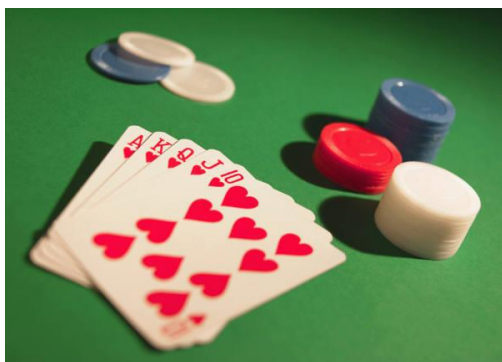
Developing the Need and Value of Your Solution

Another key differentiator of consistently successful salespeople from others is their ability to develop the need with their customers. Too many sales staff try to sell their product or solution as soon as they have identified a customer problem. Unfortunately, whilst several customers may have the same business problem, the impact of the problem may vary significantly. This will affect whether or not the customer will spend money to resolve it.

This workshop will introduce (or refresh) you to the highly effective concept of SPIN® selling as developed by British research psychologist Neal Rackham, whose company, Huthwaite Inc., has taught it to hundreds of corporations worldwide.

Planning the Sale

Finally, the workshop will introduce you to a methodical and highly effective way to plan your sales activity to maximise your chances of winning each sale.



Don't gamble on success.

Be a winner! Try out our Strategic Account and Sales Strategy half day Taster Workshop. This will help you:

- **Improve the odds to win more sales**
- **Increase profits per sale**

**Each day you delay is costing you business.
Contact Interimco today.**

Adding value to your business

Professional
Integrity
Added Value