

Opportunity Map

Acquiring and Growing High-Profile, Strategic Accounts



“Good fortune is what happens when opportunity meets with planning.”

- Thomas Edison

“Strategy equals execution. All the great ideas and visions in the world are worthless if they can’t be implemented rapidly and efficiently.”

- Colin Powell

Does your sales team fully understand the issues that go along with complex sales?

Do they struggle to build a winning strategy for large opportunities?

Do you want them to bag more “elephants?”

Are you getting all the business you can from your high-profile, strategic customers?

PREMISE

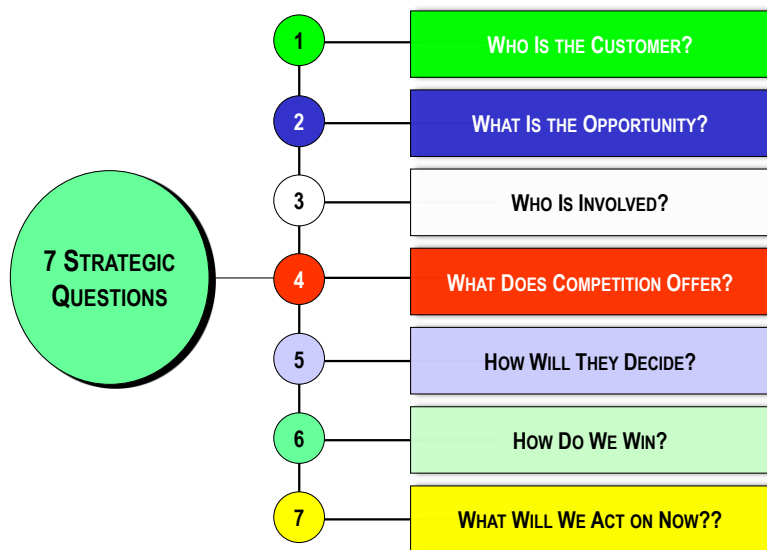
Winning large opportunities with high-profile, strategic accounts is challenging for even the best salespeople. These customers require more critical thinking, more effort, more planning and preparation. Most sales professionals have the desire to win this business, yet often they don’t know how to go about working through the myriad of issues involved with complex sales. These issues range from thoroughly understanding the customer’s business and identifying the roles of the multiple players involved, to evaluating competitors and creating a custom strategy that embraces the customer’s value proposition.

How about your sales managers? While they may have valuable experience in winning large opportunities, they often don’t have a framework to use in coaching their people through all the issues that arise with complex sales.

The OpportunityMap Workshop presents a superior tool and proven methodology to dramatically impact your sales team’s success rate in winning big opportunities at high-impact accounts.

WHAT IS OPPORTUNITYMAP?

- **A proven methodology that helps your team win new opportunities and grow opportunities with existing key accounts.**
- **A straightforward, yet rigorous 4-sided worksheet that provides a strong foundation for sales people and sales managers to use in strategizing for large opportunities. Other programs are often 15+ pages, making them cumbersome and overly time-consuming.**
- **A user-friendly tool that is comprehensive enough so that managers can clearly see all the issues, yet simple enough that salespeople do not resist using it.**
- **A “playbook” to synthesize all the issues into an executable winning strategy.**



WHAT PEOPLE ARE SAYING

"This workshop adds immeasurable value to our selling skills."

"This gave us non-traditional thinking and challenged us to become Business Advisor."

"One of the best training sessions in my 15 years with the company."

HOW IMPLEMENTED

The OpportunityMap workshop is a 2 day workshop that is highly interactive and hands-on. In their prework, participants identify an actual high-profile strategic account they are working with or want to pursue. The class is designed to stimulate and excite them on creating a "playbook" to win an opportunity with this account.

- On Day 1, participants will learn how to use critical thinking to complete a winning strategy for their customer. They will learn program concepts through group activities and hands-on practices that lay the foundation and build the strategy for winning the business.
- On Day 2, participants complete their in-depth understanding of the OpportunityMap process, while having an allotted time to present his or her customer to the rest of the group. The group provides feedback and ideas to incorporate into the strategy. This peer-to-peer coaching and review provides tremendous insight and builds confidence that the "playbook" is solid.

- Within 30 Days, participants present their Winning Strategy to their respective Director or Vice President. This establishes accountability as well as senior management sponsorship on the opportunity being pursued. Participants walk away with a winning strategy, an action plan and the self-confidence to tackle opportunities that they may not have pursued in the past.

BENEFITS TO THE PARTICIPANTS

- Maximizes income, production, and personal growth.
- Engages the team to act as peer coaches. Presentations to peers increase the likelihood of people achieving their objectives by challenging colleagues with critical thinking and new ideas.
- Provides focus.
- Motivates behavior change needed to achieve goals.

BENEFITS TO THE ORGANIZATION

- Maximizes potential for winning large opportunities with key accounts.
- Keeps sales people focused on large opportunities, ensuring that they are in the pipeline and are getting the attention required to win.
- Helps crystallize how the entire organization can collaborate on winning key accounts.
- Helps sales managers become more pro-active coaches.
- Ensures relevancy through customizing to your organization.

