

The Sales Cycle as a Process

Course Description

A 2-day seminar which uses a strong foundation of project management to plan, implement and manage the sales cycle. The course defines a methodology to ensure that the correct opportunities are chosen, clear objectives set, all key stakeholders are identified and a milestone-driven plan is well defined and managed to maximise the probability of success.

Content Outline

Using extensive group work, personal experience and client-specific situations, the course will focus on the following areas:

Prioritising the opportunities

- Potential probability of success
- Strategic alignment
- Overall benefit to organisation

Getting commitment from the organisation

- Getting sponsorship agreement

Creating and involving the team

- Develop the plan together

Setting clear and realistic objectives

- Time, resources required, target sales value

Identifying and managing the key stakeholders

- Who are the key stakeholders?
- What do you expect from them, what do they expect from you?
- Analysing stakeholder influences

Analysing the competition

- Strengths and weaknesses
- Actions to benefit or counter

Setting clear and agreed responsibilities

- Who does what and when?
- Internal support requirements

Creating a realistic timeline with milestones

- The critical path to success

Measuring success

- Were objectives met?
- Win or lose - what lessons were learned?

Take away benefits

Participants have a clear repeatable methodology and approach to ensuring sales opportunities are identified and planned in a consistent manner to ensure appropriate expectations are set, resources are available, clear responsibilities understood and clear measurements of success defined.