

**Module 1**  
Overview**Overview:**

1. Your Market
  - a. Definition
  - b. Sector(s)
  - c. Characteristics
  - d. Key Players and their KPI's
  - e. Buying Processes
  - f. Buying Behaviours
  - g. Technology Support
2. Your Company
  - a. Why Buyers Buy From You
  - b. Routes-to-Market
  - c. Messaging
  - d. Customer-Facing/Selling Process(es)
  - e. Selling Behaviours
  - f. Technology Support
3. Your Competitive Position
  - a. SWOT Analysis: Sales, Marketing, Management Challenges
  - b. Differentiation
4. Current Situation
  - a. What is Working Well: Keep
  - b. What is Not Working Well: Stop
  - c. What Should Be Done Differently: Start

**Module 2**  
Your Selling Process**Your Selling Process: with Step-by-Step Skills Development**

1. Business Development
  - a. Inbound: how to move away from Price and onto Value
  - b. Outbound: how to engage with 'C' Level Buyers
2. Meeting Outcomes and Key Player/Buying Process Identification
  - a. Achieving Alignment – Rapport - Trust
  - b. Use of Customer Use Cases and Referencing
  - c. Agreeing the Process and the Content of Buying
3. KPI Identification with metrics and Cost-of-Delay Qualification
  - a. How to Engage with Buyers for them to Admit Objectives
  - b. Use of Model/Sample Similar Situations to Establish Credibility
4. Joint Solution Development with Multiple Key Players
  - a. Identifying Key Player Stakeholders and Obtaining Meetings
  - b. Use of Customer-Verifiable-Evidence to Validate Pipeline Stage(s)
5. Agreed Evaluation Process
  - a. How to Obtain Visibility of and Participate in the Development of the Buyer(s)' Evaluation Criteria and Plan
  - b. How to Control the Buying-Selling Process with On-Going Qualification
  - c. Dealing with and Managing Politics
6. Negotiation and Close
  - a. Understanding the Power of Process in Negotiations
  - b. Ensuring that Closing is Natural and Buyer-Motivated

**Module 3**  
Case Study Modelling**Case Study Modelling: Group Work**

1. Choosing a Live Opportunity
2. Using the Learnings to Develop a Selling Plan
3. Presentation of the Selling Plan

**Module 4**  
Embedding**Familiarisation with Sales Tools as Implemented into CRM: Group Work**

1. How to update Opportunities into the Pipeline Stages
2. Reporting and Forecasting
3. Coaching and Learning Prompters

**Module 5**  
Reinforcement**Structured Feedback and Learning: Group and Field Work with Coaching Support Over Time**

1. Opportunity Reviews and Deal Coaching
2. Win/Loss Analyses and Learnings
3. Pipeline and Forecasting Support for Management

**Action**

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