

Who Should Attend and Why

Anyone who is responsible for stimulating interest in the capabilities of their organisation

Objectives

Participants will be able to create messages that should gain the interest of the key players in their existing and potential customers.

Format

This is a 1-Day interactive workshop for between 6-12 participants under the guidance of a BKC Workshop Leader. Participants will work individually and in groups to develop messages they can use directly in the field to achieve desired outcomes

Content

- ❖ Introduction to the Solution Development Prompter®* to facilitate meaningful conversations
- ❖ What to say to drive key player conversations towards their specific job title and business goals
- ❖ How to architect a dialogue to arm salespeople with a proactive structure to lead conversations based on business issues, rather than reactively responding to a prospect's questions about the product
- ❖ How to create a meaningful conversation between seller and buyer by focusing on how the buyer can use the seller's offerings to solve a problem, satisfy a need, or achieve a goal
- ❖ How to develop messaging in every element associated with marketing collateral, including the support tools for the specific culture and defined sales process of their individual organization
- ❖ What is the purpose of each messaging component, how to deliver it, to whom, and at what point in the sales cycle the Messaging should be used
- ❖ For members of the marketing team to acquire the skill of developing messaging so that they can use these skills in every element associated with marketing collateral, including; web sites, white papers, product descriptions, case studies, reference stories, emails, newsletters, prospecting letters, and telesales.
- ❖ Participants will reinforce their learning through practical exercises involving new tool development, as well as undertaking a review and enhancement on actual, existing collateral that is currently being used
- ❖ Participants will finish by building Action Plans as takeaways that they can use immediately

Pre-Requisites

Each participant will be furnished with a pre-workshop focus questionnaire two weeks in advance that will require them to consider and then answer a number of questions relating to their market, company and messaging challenges they experience: they will keep a copy for reference during the workshop and return one to the BKC Workshop Leader one week in advance. Each participant will bring with them details of the top three messaging challenges upon which they are working for development during the workshop

Post-Workshop Support

As a separate module, a post-workshop programme is available for participants who have attended this workshop

Action to Reserve Your Seat Contact Now

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