

**Situation**

In Consultative Selling, especially where there is complexity: actual Results Not Matching Forecasts experienced by Salespeople through to the Chief Executive Officer and the Senior Leadership Team and their Stakeholders and Investors.

**Outcomes**

A Process to mitigate and de-risk Forecasts based upon Opinions and to marry Gut Instincts, Experience with Customer-Verifiable-Evidence to produce improved accuracy and predictability in Forecasting.

**Who Will Benefit**

- ❖ Chief Executive Officers
- ❖ Senior Leadership Teams
- ❖ Sales Leaders
- ❖ Sales Operations Managers

**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 learn and then build specific examples of processes and tools they can use immediately in their businesses.

**Content**

- ❖ Review of Buying and Sales Processes and the BKC-BPA Forecasting Chain™
- ❖ Definitions and a Common Language and why it matters to all in the BKC-BPA Forecasting Chain™
- ❖ What would cause a Buyer to “Volunteer to Buy”
- ❖ What causes a Company to issue a Purchase Order to a Supplier
- ❖ The criticality of understanding the value of the answer to the WBTH question
- ❖ The difference between Return on Investment and Cost of Delay and why it matters
- ❖ Pipeline Metrics and Creating an Ideal Pipeline onto which to map Actual Metrics
- ❖ The criticality of Customer-Verifiable-Evidence
- ❖ How to determine and Mitigate Risk
- ❖ Marketing, Sales, Sales Operations, Finance and Delivery and aligning them with Corporate Goals
- ❖ Negotiating targets based upon up-line strategic objectives and front-line inputs
- ❖ Supporting sales leaders and their teams
- ❖ What is the use of a CRM and how ensure universal adoption
- ❖ Action Plans as takeaways that the participant 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 forecasting challenges they experience.

**On-Going Support**

As a separate module, a post-workshop support programme is available for Participants.

**Action**

Contact John Busby now on + 44 7968 066 165 or email at [jb@bkc.net](mailto:jb@bkc.net) to arrange an initial conversation.

**[www.businessperformanceaccelerators.com](http://www.businessperformanceaccelerators.com)**