

# How to Plan and Win a Major Sale



## Course Overview

This course is designed to help salespeople plan, design and handle sales campaigns. These are sales when many calls and meetings are necessary and there is more than one person or level in the hierarchy to persuade – typically in industry, commerce or Government.

We discuss how to handle big sales; sales that can take months or even years to come to a successful conclusion. The course is broken down into four units:

- Unit 1 - Sales Campaign Plan
- Unit 2 - The Types of Plan
- Unit 3 - Who should come to these events
- Unit 4 - The four different types of Commitment

## Duration

60 – 75 minutes

## Learning Outcomes

By the end of the course you will be able to:

- Understand how the sales campaign plan improves the effectiveness of the team.
- Define the typical phases of a sale, and the stages when key people should be involved in the process
- Design the meetings – attendees, agendas and the types of commitment expected from key attendees
- Build a comprehensive sales campaign plan.

## More about the Course

A campaign plan is a list of all the sales meetings you intend to have with the customer or prospect, and internally, in sequence and with each meeting clearly stating the commitment you want at the end of it.

As the phases of a major sale progress, differing sets of people from both seller and buyer attend the meetings as dictated by the agenda and the commitments to be achieved.

In the list of meetings there should be activity to create needs, establish uniqueness, develop budgets, fix timescales, create champions and so on. Each meeting will be defined by four things:

- Who ...
- ... Is meeting whom?
- What are we going to do during the meeting (the agenda)?
- What do we want the other people to do at the end of the meeting (the commitments)?

These four elements are as relevant to our internal meetings as they are to our meetings with the customer or prospect.

We explore how to construct the campaign plan for every stage from creating the need through to implementation.