

Strategic Sales Workshop

A Roadmap to Plot the Route to your
Desired State



Ambition, Pace and Execution

Part of Advance's Commitment Based Selling Solutions Suite

Advance Strategic Sales Workshop

Advance's mission is to support companies in their drive for sales excellence, staying in control and delivering increased growth, revenues, profit and shareholder value.

We work with companies to address a number of critical business challenges, all of which impact on their main driving force – performance and the bottom line. The challenges apply to large and small companies alike, and our client list ranges from SMEs to global brands aiming to increase shareholder value.

Most organisations are less than satisfied with the predictability, reliability and consistency of their business results. Typically they are wrestling with the accuracy of forecasting. Delivering against plans and forecasts instils confidence throughout the organisation. In this context, no department is under the spotlight more than Sales – their predictions and the results they deliver.

How do you feel about the control you have over the predictability, reliability, consistency of your business and sales results?

Do you have a clear understanding of challenges you need to overcome to achieve your desired state?

Objective of the Strategic Sales Workshop

The main objective of the workshop is to help you develop a deeper understanding of your current state and create a roadmap that plots the route to your desired state.

The route takes the form of the vital few actions needed to help you reach your destination.

It ensures that business and sales leaders make full use of their people, processes and systems to have the business under control and deliver profitable sales growth with predictability, reliability and consistency.

What's on the Agenda?

We spend a day with your sales leadership, focussing on the desired state that you have for the business, the challenges that creates and barriers you need to overcome.

Our expert facilitators have knowledge of what good looks like and the ability to guide leaders through a process that equips them to deliver a realistic plan.

Together, we brainstorm the current state of play, identifying the gaps and highlighting the major issues that are preventing or slowing down progress towards where you want the business to be.

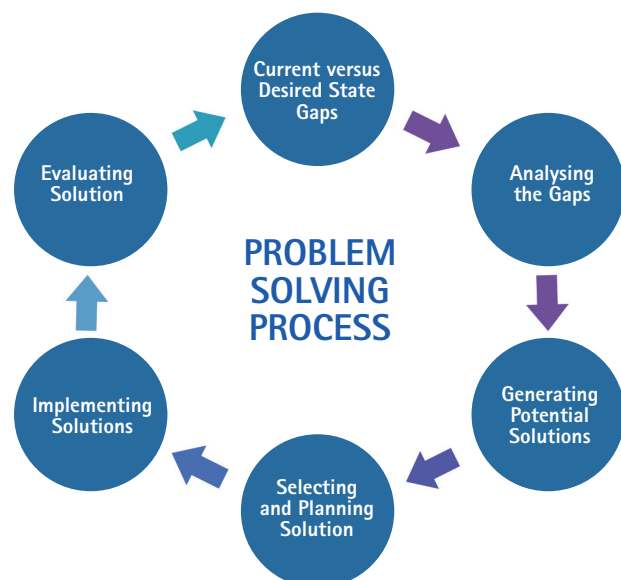
We capture the major issues, group them, uncover the root causes and plan the way forward.

During the session, we use a quality approach that:

- includes a 'light touch' problem solving process
- begins to identify the root causes and an understanding of how they interrelate

In many cases we compile a high level SWOT to help identify the major gaps.

The Problem Solving Process



The full six step process is as follows:

Step 1: Current versus Desired State Gaps

Identify and select the problems that need to be addressed.

Step 2: Analyse the Gaps

Brainstorm the potential reasons for the gap, and then analyse the root causes of those reasons.

Step 3: Generate Potential Solutions

Generate a list of potential solutions, clarify and list them.

Step 4: Select and Plan the Solution

Develop criteria to use for evaluating agreed solutions, decide on solution and agree implementation and evaluation plans.

Step 5: Implement the Solution

Are we following the plan, implementation of any necessary contingency plans agreed, solution in place.

Step 6: Evaluate the Solution

How well did it work? Effectiveness of solution agreed, continuing problems identified, verification that the problem is solved, or agreement to recycle the process from step 1.

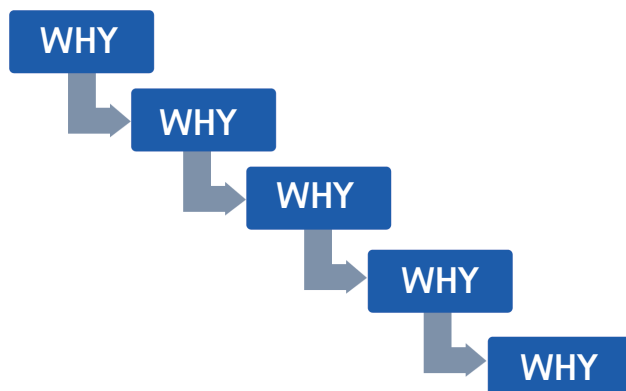
Focus of the Workshop

We focus on steps 1 to 4 in the Strategic Sales Workshop, and identify the small number of actions that will make a real difference – the 'vital few'.

The 5 Why's

5 Why's is a very good way to uncover root causes to problems.

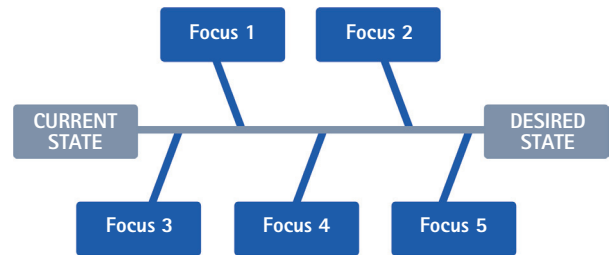
It involves asking the question "Why?" as often as is required to drill down to the root cause – a cause where you cannot ask "Why?" any more. As you drill down you identify the interrelationships between the causes that were previously not visible. This helps you plan actions confidently and effectively.



Outcomes

Following the session, we spend a further day analysing the outputs, and produce a short report, which summarises the session and offers a roadmap for the way forward.

The roadmap is presented on an Ishikawa (fishbone), supported by the vital few actions.



Benefits

As a result of the workshop and our follow up you will have:

- *Clarity of the current and desired states – knowing what's vital and what the impacts will be.*
- *Identified the shortest route to maximum returns by tackling the most important challenges.*
- *An improved view of how sales leadership, people, process and systems work together in the most effective way, focussed on the customer.*
- *A clearer understanding of the change management requirements to get the best out of your sales resources.*

Leading to:

- *Improved control of the business*
- *A more productive structure*
- *Upskilled sales leadership, management and people*
- *Enhanced competitive edge for the organisation.*
- *More sales, bigger sales, more profitable sales, more quickly.*

You will have a plan to achieve your ambitions at a pace of execution that takes into account the business as usual demands on your resources.

With Advance's help and added value, you will have set the scene to achieve your goals.

Commitment Based Selling

and

SCOTSMAN®

by

Advance
Get Ahead

To find out more about how Advance can help you achieve your goals ...

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Call UK: 0113 823 2877



0113 823 2877



customerservices@advancetm.com



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