

# How to Design and Sell a Timetable



## Course Overview

Selling Timetables allows us to structure a major sale with the prospect to maximize the chance of winning. To bid for a major sale will take a great deal of time and resource. Bidding and losing is something of a disaster. So, it is critical to find out if the prospect is looking at us seriously. The course is broken down into six units:

- Unit 1 - Selling Timetables
- Unit 2 - Agreeing the Timetable
- Unit 3 - Structuring the Timetable
- Unit 4 - Gaining Access during Death Valley
- Unit 5 - The Elements of a Timetable
- Unit 6 - The Advantages of Using Timetables

## Duration

90 – 120 minutes

## Learning Outcomes

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

- Recognise how timetables can be used effectively to drive a sale forward.
- Understand how to sell the idea of a timetable with your prospect.
- Sequence and define the process of agreeing timetables with the prospect.
- State the different tactics that can be used to gain access during the "Death Valley" phase
- Identify the elements of a timetable and the issues around each one.
- Summarise the benefits of using a timetable.

## More about the Course

Do we really have a chance or are we just there to make up the numbers, so that there are three proposals? How can we find out if they are serious about us? The only way we can test the prospect is by the level of commitment they are willing to give us, early in the sale.

We examine a particular set of commitments. "If you are looking at us seriously, could we agree a timetable leading up to the decision?"

Those prospects who are looking at us seriously will have no problem with this question. Those who are not looking at us seriously will have all sorts of problems with this question, particularly when we start asking for access to key people.

So, selling timetables qualifies sales. If the prospect is happy to set up a timetable then we can use it to structure the sale to our advantage – deal shaping.

For example, there is that awful phase of the sale after we have submitted our bid but before they decide. We call it Death Valley. During this phase they say they want no contact. But if that contact had been set up weeks earlier when agreeing the timetable, then access is far more likely.