

**Program Objectives:**

Strategic Opportunity Planning workshops are designed to develop effective and winning opportunity strategies

The workshop objectives are to develop a winning strategy to increase the win odds, reduce the sales time and increase the opportunity total contract value.



**Target Audience:**

The target audience for the Strategic Opportunity Planning workshops include the key stakeholders involved in the development and implementation of an account opportunity sales strategy.. That is Key Account Managers, technical support resources, project managers, product managers, industry and subject matter experts.

**Strategic Opportunity Planning Outcomes:**

- ✓ Develop a strategic plan for one key opportunity.
- ✓ Align the plan with customer's corporate and business objectives.
- ✓ Develop a relationship coverage plan for key stakeholders for the opportunity.
- ✓ Develop a resource investment and win plan.
- ✓ Design a management review process to be integrated in to existing sales review process.
- ✓ Build an client focused team.

**Learning Approach:**

The Strategic Opportunity Planning workshop involve a disciplined methodology including:



The account team will be stepped through a structured process of developing an opportunity plan. The process includes pre-designed templates and spreadsheets to capture the opportunity, key relationships and developing a resourcing and win plan.

**Workshop Prerequisites:** None

**Program Duration:** Coaching is tailored to the individual requirements and may be conducted over an extended period of time.

**Location:** Coaching will typically be conducted at the customer site.

**Price:** Available on request