



Consultative Selling - Part 3 Advanced (ROI / Shark) Programme

Overview, Purpose and Objectives



CONSULTATIVE SELLING - PART 3 ADVANCED (ROI / SHARK) PROGRAMME

1. Programme Purpose and Objectives

The Programme is designed as a follow on from the Consultative Selling - Part 2 - Intermediate Programme during which delegates learn how to apply their products and services to a customer's operating circumstances in order to positively impact their Profit and Loss account.

This Advanced Programme further develops the Consultative Selling approach by teaching delegates more about the management process at board level and, in particular, how to present a Business Case to buyers at that level to include the standard ROI measures of Payback, IRR and NPV.

The Shark Finesse software, which is specifically designed to calculate ROI measures and present them in a Business Case format, is demonstrated and used as part of the Programme structure.

The Principal Purposes of the Programme are:

- To enhance a delegate's understanding of how senior management in corporate companies make purchasing decisions
- To show delegates that if a Business Case is strong enough to justify an investment, then budget constraints can be easily overcome
- To show delegates which aspects of their offering could deliver economic value to a customer, how to establish those facts, and how to demonstrate them in a business format to show the purchase as an investment rather than a cost
- To show delegates the need for them to become specialists in their own field of activity, so that they can show customers the best way to achieve their objectives from a business and profit standpoint by the utilisation of their products and services
- To teach delegates the full Consultative Selling process, enabling them to build revenues and margins, rather than having the mental attitude that they have to compete on price



The Principal Objectives of the Programme are:

- To provide delegates with the skill and knowledge to enable them to understand the source of value and how to calculate it
- To teach delegates how to identify situations within a customer's operating circumstances where the application of their products and services can add value to the Profit and Loss account. These applications are recommended to a customer as part of a Win / Win proposal where the cost is shown as an investment against the identified returns
- To build the confidence of delegates to use Consultative Selling methods by replacing their old habits with new ones providing them with more control of how to build profitable business whilst maintaining and developing existing customers
- To motivate delegates to embrace Consultative Selling as a standard practice with all the benefits it brings for themselves, their employer and their customers

2. Programme Overview and Contents

The Programme is structured to run over two days typically for between 8 and 12 delegates.

The Programme focuses particularly on the three main components of Consultative Selling namely:

- The Source of Economic Value
- Situation Analysis to Ascertain Application for Value
- Compiling Win / Win Value Add Proposals

Each of these subjects is extensive and, through the Programme, they are dealt with in small chunks with extensive participation from delegates through associated projects and Role Plays.

Programmes are customised to ensure that Projects, Role Plays and general discussion are centred around the market place, competitors, products and services as related to the delegates themselves, so that they feel that they are learning to sell their own products in their own market place.

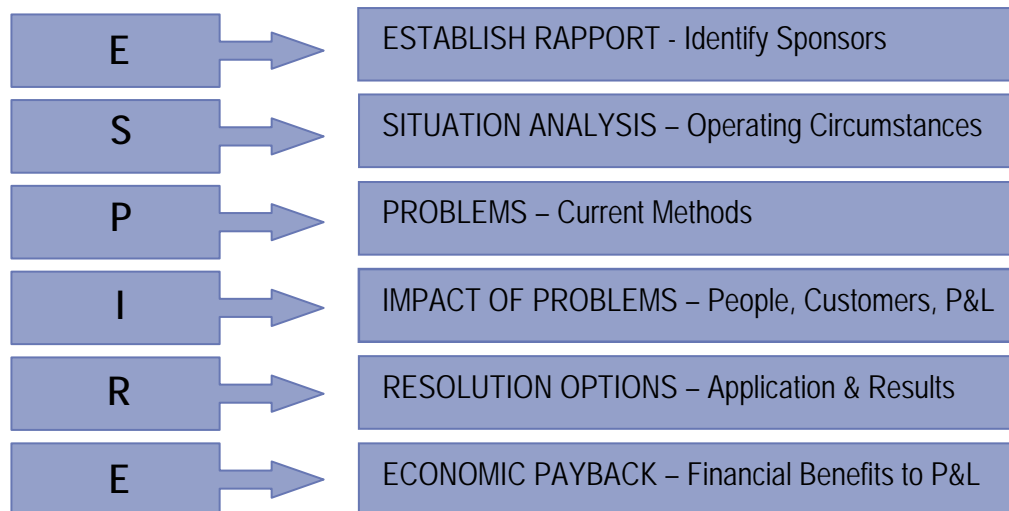
It is imperative that delegates are encouraged to use their new skills immediately they return to their place of work. We encourage delegates to continue to develop the ESPIRE sales process by continuing to Role Play with their colleagues until they perfect it in all selling situations.

Agenda for Consultative Selling - Part 3 – Advanced

Day 1 – Morning

Consultative Selling - Part 3 – Advanced (ROI / Shark) Programme

- **Introductions**
 - Course Leaders and ESP
 - Agendas for Day 1 and Day 2
- **Individual Delegate Introductions**
 - Personal Challenges
 - Sales Training to date
- **Overview of Consultative Selling - Part 2 - Intermediate**
 - Benefits - Value
 - Situation Analysis (ESPIRE)



- Value Add Proposals
- **Coffee Break**



- **Positioning Of Consultative Selling**
 - Consequences of Buying Price
 - Total Cost of Ownership
 - What is Consultative Selling?
 - Benefits and Values for Customers and Delegates
- **Business Today – Global Competition**
 - Profit and Loss introduction
- **Comfort Break**
- **Programme Purpose**
 - Buying Process Changes
 - Typical Buyer Scenario
 - Economic Value Add (EVA)
 - What is ROI?
- **Lunch**

Day 1 – Afternoon

Consultative Selling - Part 3 – Advanced (ROI / Shark) Programme

- **The Lumber Company (Progressive Project ROI)**
 - The Lumberjack as a Cost
 - The Log Trolley – Added Value?
- **Benefit Analysis – Log Trolley**
 - Does it have Economic Value?
- **Coffee Break**



- **Lumber Company Project - Continued**
 - Board Review of Proposal
- **Definition of ROI**
 - NPV – IRR – Payback
 - Hurdle Rate
- **Shark ROI Software Overview**
- **Lumber Company Business Case**
 - ROI Measures
- **Industry Product / Service Benefit Analysis**
- **Team Evening Project Briefing**
 - Preparing for Consultative Sales Call using ESPIRE (Industry Case Studies)

Day 2 – Morning Consultative Selling - Part 3 – Advanced (ROI / Shark) Programme

- **Introduction**
- **Success Psychology**
 - Raising the Bar
 - Developing a Positive Attitude
 - Changing Beliefs
 - Goal Setting
 - Control versus Accident
- **Review of Day 1**
- **Team Role Plays Evening Project – First Half Of Delegates**
 - Training Gaps
- **Coffee Break**
- **Team Role Plays Evening Project – Second Half Of Delegates**
 - Training Gaps
- **Lunch**



Day 2 – Afternoon

Consultative Selling - Part 3 – Advanced (ROI / Shark) Programme

- **Review of Role Play Findings**
 - Options for Value Add Propositions
- **Value Based Win / Win Proposal Model**
 - Template Handout
 - Matching Needs with Benefits and Value
- **Team Presentations of Values for Proposals**
- **Coffee Break**
- **Value Add Proposals Using Shark ROI Software**
- **Production of Business Cases**
- **Industry Examples**
- **Programme Review and Close**