



## **Module Four**

### **Consultative Selling Part 3 - Advanced ROI / Shark**

#### ***Positioning:***

This Programme forms the ideal follow on from Consultative Selling Part 2 Intermediate. It follows the same structure but focuses more in depth on P&L and Balance sheets and how to translate added value in the ROI components of NPV Payback and IRR for selling at Board level.

The Shark Finesse ROI software ([www.sharkfinesse.com](http://www.sharkfinesse.com)) is featured in this Programme and is used to produce business cases for use at Board level.

#### ***Deliverables***

- Teaches delegates a high level of ability to sell high cost products and services at above average margins in a competitive environment. Ideally delegates should have attended the Intermediate Programme prior to attending this Advanced Programme.

#### ***Contents***

- Overview of Consultative Selling
- Why Consultative Selling helps customers
- Economic Value Add (EVA)
- What is ROI?
- Delegate Progressive ROI Project - Scenario
- Benefit and Value Analysis – Scenario
- Definition of ROI components
- Situation Analysis to access ROI values and levers using the ESPIRE model
- Shark software overview
- Using Shark to produce output from scenarios
- Win / Win Proposals in the form of a Business Case for investment
- Industry Role-Plays and Projects

#### ***Who Should Attend?***

- Sales people charged with the responsibility of selling high cost propositions to senior decision makers and directors of corporate organisations