

Customer Engagement Program brings together the unique combination of account planning, opportunity management and sales execution into a highly interactive 3-day program.

CEP will enable the sales teams to prioritize their efforts on the accounts that provide the greatest future potential. Once prioritized, CEP will enable the participants to identify high-value opportunities and sell the full portfolio of offerings. Once opportunities are identified the sales teams will have the ability to quickly and rigorously qualify opportunities, identify the key players who are in the 'Circle of Influence' and to implement a competitive strategy to successfully manage the opportunity. Participants will also learn how to gain access and interest of the customer by being able to effectively execute sales calls on all levels of customer management. They will learn how decisions are really made and how they can influence those decisions to ultimately gain commitment and close the sale.

Who should attend?

This program is equally applicable for Account Teams looking after existing accounts as it is for Sales Teams focusing on new business. Therefore it is applicable for all Sales Professionals, Sales Managers, Channel Managers and Pre-Sales Consultants

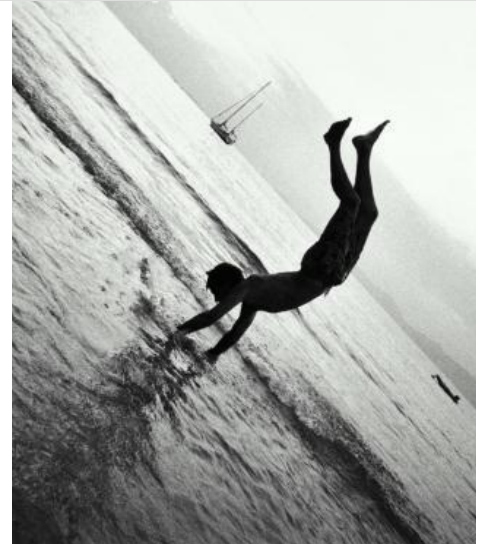
Program Outline

- Account prioritization
- Developing new business
- Circle of influence
- Competitive landscape
- Completing the plan
- Opportunity analysis
- Strategy
- Executing the plan
- Gaining access & interest
- Handling objections & gaining commitments

How will participants benefit?

The business benefits of the *Customer Engagement Program* are to:

- Build pipeline by creating high-value opportunities
- Improve the sales team's ability to identify, win, retain and grow profitable customers
- Increase revenue through being more effective working with the senior executives and decision makers
- Increase win-chance through improved qualification and more effective management of opportunities
- Improved team communication by having a common language and approach to managing opportunities
- Increase customer satisfaction and ultimately retention. Shorten the sales cycle by talking to the right people, about the right issues at the right time
- Documented Account and Opportunity Plans



A fresh
perspective
on your
performance