

**Sales Engagement Program** brings together the unique combination of opportunity management and sales execution into a highly interactive 2-day program. It will have a dramatic effect on sales effectiveness, by improving the sales team's ability to identify, win, retain and grow profitable customers.

SEP will provide the sales teams with the ability to be able to quickly and rigorously qualify opportunities to ensure that the opportunities that are being pursued are winnable opportunities. It will then help the sales teams to identify the key players who are in the 'Circle of Influence' and to implement a competitive strategy to successfully manage the opportunity. These activities are documented in a 'Win Plan', which is the vehicle to manage the sales campaign. Participants will learn how to gain access and interest of customers 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 deals.

#### 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.

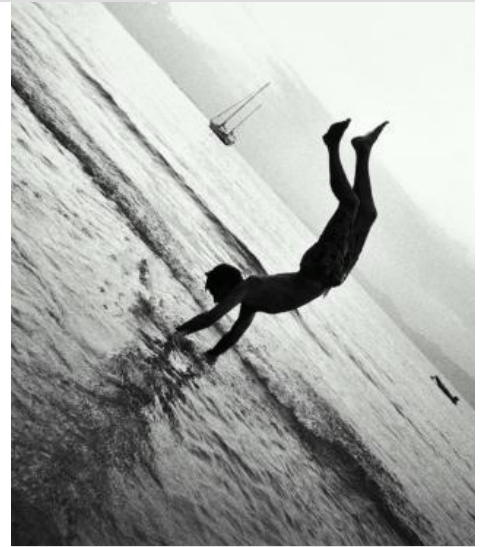
#### Program outline

- Understanding the customer environment
- Aligning the sales process with the customer buying process
- Opportunity analysis
- Circle of influence
- Competitive strategy
- Executing the plan
- Gaining access and interest
- Handling objections and gaining commitments

#### How will participants benefit?

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

- Increase revenue through being more effective at working with the senior executives and decision makers in their customers
- Increase the size of deals through having the ability to unearth the *real* needs and be able to align the right solutions
- Increase win-chance through improved qualification of opportunities and more effective management of the opportunity
- Improved team communication by having a common language and approach to managing opportunities
- Increase customer satisfaction and ultimately retention through having greater knowledge of the customers business and their key focus areas
- Shorten sales cycle by talking to the right people, about the right issues at the right time



A fresh  
perspective  
on your  
performance