

**Customer Engagement Program (CEP)** 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 your companies 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 key people 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 close the sale.

## Who should attend?

CEP 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
- Identifying and aligning with the 'Circle of Influence'
- Understanding the Competitive Landscape
- Completing the Account Plan for a key account
- Opportunity Analysis to qualify the deal
- Implement a Competitive Strategy
- Executing the Plan through specific Tactics and Activities
- Gaining Access & Interest in the Client
- Handling Objections & Gaining Commitments

## Business Benefits

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

- Build pipeline by effectively managing your sales territory and key accounts.
- 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 in your clients.
- 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 and shorten the sales cycle by talking to the right people, about the right issues at the right time.
- Documented Account Plans and Win Plans.



A fresh  
perspective  
on your  
performance