

# Strategizing Large Deals



<b>Target Group</b>	Sales Leaders, Business Development Managers, Sales people, Account managers			
<b>Expected outcome</b>	After the training you will feel more confident about taking the right steps towards managing and closing large deals. You will shorten your sales cycle and improve your closing rate on large deals where multiple people have influence on the decision to buy. Uncovered positions are unlocked and you have a roadmap towards closing the deal. Fewer deals will get stuck in 'no-decision-land'. Your next steps become clear and you are able to focus on what's really important. You have been challenged on assumptions you made and are able to report back or seek team assistance on specific topics and actions. Right after the workshop you will be equipped with a tangible strategy and personal action plan on the deal(s) you bring to the workshop.			
<b>About me?</b>	<ul style="list-style-type: none"> <li>&gt; We need a common language and framework to effectively work together on large deals</li> <li>&gt; We want to better qualify and predict success and failure</li> <li>&gt; I want to be even more successful in closing large deals</li> <li>&gt; I can win in having better conversations with the right decision influences at the right moment within my key-account</li> <li>&gt; I am looking for a simple to use method to involve colleagues and unlock internal resources to help me winning more deals in shorter time</li> <li>&gt; When confronted with closing deals I am sometimes confronted with 'unexpected surprises' to later find out we made some expensive assumptions and missed important information or decision influences</li> <li>&gt; I would like to get a tool that enables me to make sure all bases are covered</li> <li>&gt; With a clear roadmap I can better close deals based on a win-win bases</li> </ul>			
<b>Content</b>	<ul style="list-style-type: none"> <li>&gt; A highly effective A4 to build a clear winning strategy and action plan</li> <li>&gt; An impactful team process to strategize deals and make action plans in 1 hour</li> <li>&gt; What are key issues, personal buying motives and critical business issues of my customers?</li> <li>&gt; Who are involved in decision-making? Who plays what role and has what influence?</li> <li>&gt; What's (really) important to each person in the buyer's grid?</li> <li>&gt; How to develop and manage a winning deal strategy?</li> <li>&gt; Pragmatic action plan that guides you through the steps towards closing the deal</li> <li>&gt; Personal action learning based on real cases, challenge and input from colleagues</li> </ul>			
<b>Competencies</b>	Analytic Focus on key elements Eliminate assumptions		Smart & tangible action planning Turn around undesired situations From strategy to action	
<b>Approach</b>	<ul style="list-style-type: none"> <li> Personal</li> <li> Interactive</li> <li> Game or case</li> <li> Action learning</li> </ul>	<ul style="list-style-type: none"> <li>●</li> <li>●</li> <li>●</li> <li>●</li> </ul>	<ul style="list-style-type: none"> <li> Debate and discussion</li> <li> Buddy coaching</li> <li> Personal feedback</li> <li> Voluntary assessment</li> </ul>	<ul style="list-style-type: none"> <li>●</li> <li>●</li> <li>●</li> <li>●</li> </ul>