

Winning New Accounts

Interactive All Inclusive Training Programme with Simulation



Practical Tools and Techniques to Help New Business Developers and Sales Professionals Win More Appointments

Description

Rewarding, challenging, frustrating – just some of the words used by sales people to describe winning new accounts. New accounts are the lifeblood of every business - they deliver growth and replace the business we lose through accounts closing, merging or even going to the competition.

Interactive and challenging, 'Winning New Accounts' will show your people how to win high-value new accounts, that will grow into profitable relationships. Eight action-packed modules, combined with a two round simulation, cover:

- **The Qualities of the New Business Developer** – the profile of a successful new business developer. The behaviours, knowledge and relationship skills that create this winning profile.
- **Defining Prospects** – how to identify and target the right prospects, develop a new business plan and manage a 'prospect bank'.
- **Winning Appointments** – packed with practical ideas, participants discover powerful techniques to write e-mails and letters, sell an appointment on the telephone, build rapport and manage gatekeepers.
- **Managing the New Business Sale** – combining behaviours and skills to manage the buying cycle; stakeholders, decision factors, buying motives, discussion documents and proposals, participants learn how to take control of the sales process.
- **Defining the New Business Opportunity** – participants discover four key new business steps. Does an opportunity exist? Can you compete? What is the decision making process? Can you win? Participants work on a case study to answer these questions and decide objectively how each prospect should be managed.
- **New Business Selling Skills** – high yield questions; influencing and ranking stakeholders; creating a value proposition; making a presentation; managing objections and maintaining commitment. Critical skills for the new business developer – participants learn how to use these skills to win new business.
- **Negotiating New Business** – negotiating the right terms with a new account sets the foundations for the relationship. A five stage negotiation process shows participants how to confidently negotiate profitable business.
- **Personal Action Plan** – participants prepare a personal plan - with actions and timings – detailing how they will use these new their new skills in their personal roles.

Simulation Content

The 'Winning New Accounts' simulation challenges your people to win new business from three prospects.

Each prospect provides a different set of challenges. Participants have the opportunity to test their skills from winning appointments to negotiating a new business sale. They could win business from all three prospects. However, if they get it wrong, they could end up with nothing.

The simulation measures sales performance, skills and behaviours.. This is combined with detailed feedback on the decisions people make to manage the three prospects.

What You Will Receive

The easy to use 'Winning New Accounts' All Inclusive Training Programme comes with everything you need to deliver the programme. Professionally designed and prepared materials include:

- PowerPoint slides
- Trainer's guide and one participant manual
- Trainer's notebook
- Simulation guide – clear directions on how to install and manage the simulation
- CD containing the Winning New Accounts simulation, PowerPoint slides and PDF files of all materials, participant manual and certificate template, **which you can print from the disc as often as you wish.**

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How the Programme Works

This All Inclusive Training Programme is designed to be delivered over a full two day period. However, the modular structure allows for delivery over a longer period, should that meet your needs. The simulation is designed in two rounds. The delivery process is that on both days the programme follows three stages:

Stage	Activity	Outcomes
Training	The trainer takes the participants through the programme. This integrates lecture and debate with practical projects and personal exercises. PowerPoint slides, detailed trainer's guide and notebook are provided. Participants have a detailed manual to use and retain.	The content drives new skills, knowledge and behaviours which are practised in the simulation. Group and individual projects challenge participants to think how they will implement this new learning in their personal roles.
Simulation Time: 30 minutes	Participants are challenged to make decisions on realistic situations they are likely to face in their personal roles. They debate each decision and reach consensus on the best option. The debate is a highly effective step in the learning process. We recommend that participants work in teams of four. However, the simulation works effectively as a one on one coaching aid.	People learn from the experience the simulation creates - reflecting on the decisions they have made and their consequences. This unique approach embeds learning, achieves high levels of retention and – most importantly- gives people the confidence to apply these skills in their personal roles.
Feedback Time: 60 minutes	Participants review the feedback provided by the simulation and then regroup with the trainer. The trainer will discuss each decision, compare the decisions taken by each group – or individual – and clarify which choices are correct and the learning that sits behind them	Everyone leaves the programme with improved knowledge of how to successfully implement the skills learnt.

Group Size - this will vary based on how comfortable the trainer is with large groups. As a minimum we would suggest 12 and as a maximum 20 participants.

Individual Coaching – the programme works very effectively as a one on one event when there is a need to address a specific skill area with one individual

Customised Participant Manuals - we will print manuals featuring your logo on the front cover. Cost £29.95 + vat each. Shipping costs will apply here. Call for details.

Equipment You Will Need

To run this simulation event, you will need:

- A pc or laptop for each team, or individual participant, with Windows 2000, XP or Vista
- LCD projector
- Flipchart
- Printer – an option that is useful, but not essential.

Price UK £1,950 ex-vat

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