

Workshop

STRATEGIC TECHNOLOGY SELLING

Explore your customer and show strategic value



2 Days



Delivery: Classroom and Online



Product Code: STS

✓ Sales Directors

✓ Sales Responsible

✓ Account Manager & Key Account Manager

✓ Business Development Manager

✓ Pre-Sales Engineers & Consultants

DESCRIPTION

Budgets have been shifting from IT to business stakeholders for some time, yet technology sellers are still challenged to shift the conversation from IT to strategic business problems. This course is for strategic account managers or anyone with key accounts where you know if you could get outside of IT there is tremendous untapped potential.

To better solve your customers problems, you first must understand your customer's business. How do they create value? Who is your customer's customer? How does your customer's strategy, operations and the technology actually connect?

You will learn quick simple methods of business analysis that will deepen your sales conversations and help you uncover new insights towards new sales opportunities. You will learn a straightforward, proven approach to strategically analyze your customer's business model and values chain enabling better quality questions and a better frame for your solutions.

TAKE AWAYS

You will learn how to connect your offering with your customers strategic initiatives that drive their business. You will map the strategic buying influences outside of IT and discover how they are driving technology sales inside your accounts. You will apply what you learn directly to your actual strategic accounts leaving with a sales plan in hand. You will have more strategic conversations and have more fun in the process.



CONTENT OVERVIEW

REDISCOVER YOUR CUSTOMER

- Understand the link between Strategy, Operations & IT
- Identify your customer's business model, value proposition and value chain
- Analyze your customer's challenging influencing forces
- Identify how businesses measure IT investments

UNHIDE HIDDEN OPPORTUNITIES

- Discover new opportunities in a customer's value chain
- Identify a customer's missing business capabilities to explore new sales opportunities
- Create an 'opportunity map' building a long-term sales pipeline

IDENTIFY NEW BUSINESS STAKEHOLDERS

- Map their relative power, risk and motivation in relation to your opportunity
- Quantify your offering for each role

FRAMING YOUR MESSAGE

- Learn the ingredients of a compelling message
- Use storytelling to structure your message
- Map and tailor the right message to each stakeholder and buying type

CLOSURE & CONTRACT

- Take the lead by defining the responsibilities and action plan for your customer
- Allow next actions to set generate follow on sales

METHODS AND PHILOSOPHY

You will learn universal and proven business tools but apply them in your strategic sales efforts. You will work on your actual accounts, testing your ideas and refining your discoveries before applying them to your customer.

„...increased massively the volume of our sales pipeline...“
(Matthew A., Director Global Sales)

ABOUT US

We are experts and pioneers from IT and business. We leverage cutting edge principles in Business, Leadership, Organizational Culture & Design, combined with veteran knowledge of IT and business technology. We believe that digitalization offers huge potential if people in organizations gain new competencies, break cultural patterns and establish a new leadership paradigm.

Our team has delivered workshops in more than 50 countries, working with 14.000 business people and technologists worldwide.

HOW CAN WE IMPACT YOUR TRANSFORMATION?

Contact us easily under

 www.linkedin.com/company/triangility

 welcome@triangility.com

 [Website contact form](#)

