

CustomerCentric Selling™ Workshop Agenda

Day	Morning	Afternoon
1	<p>8:00AM - 12:00PM</p> <ul style="list-style-type: none"> • Course objectives • Selling difficulties & introductions of participants • Simulating "Eagle" Behavior • Learning zone — Not Now List, BS List • Creating Usage Scenarios - In-class Exercise • Key Selling Skills • Alignment of Buying and Selling Stages • Crossing the "Chasm" • Core Concept of CustomerCentric Selling® • Key Player/Opportunity Org Chart - In-Class Lab 	<p>1:00PM - 5:30PM</p> <ul style="list-style-type: none"> • Dealing with the 'looking to change' <ul style="list-style-type: none"> - Calling the Prospect back - Responding to an inbound inquiry • Opportunity Qualification Roadmap™ <ul style="list-style-type: none"> - Call Introduction - Goal Identification • Role Play #1: Call Introduction and Goal ID • Solution Development Process <ul style="list-style-type: none"> - Questioning Etiquette - Solution Development Model™ - Solution Development Prompter™ • Vision Processing +Benefit &Close lecture • Role Play #2: Call Introduction and Solution Development • Discuss evening assignment Night #1: group work of approx. 1 hour
2	<p>8:00AM - 12:00PM</p> <ul style="list-style-type: none"> • Review of previous day & homework collection • Enhanced Solution Development <ul style="list-style-type: none"> - Obtaining Measurement - Checking for Desire/Emotion - Use of Plausible Emergency • Role Play #3: Enhanced Solution Development • Sales Call Debriefing Questions • Opportunity Qualification Roadmap™ (continued) <ul style="list-style-type: none"> - Sales Cycle Control Letter - Qualifying the 'prospect' - Dealing with 'No' • Role Play #4: Overcoming Roadblocks • Proof • How Decisions are made: Involving Key Players • Management Review Meeting • Qualifying the 'buying process' • Sales Cycle Control Letter - Evaluation Plan 	<p>1:00PM - 5:30PM</p> <ul style="list-style-type: none"> • Role Play #5: Qualifying the Opportunity • Buying Process Control - Evaluation Plan • Implementation Plan <ul style="list-style-type: none"> - Who owns it? - Mitigating IT's risks • Establishing Business Value/ROI <ul style="list-style-type: none"> - Sources and use of measurements - Establishing Success Criteria • Legal / Technical / Administrative Approvals • Value justification / Projected Cash Value - In-Class Lab • Pre-Decision Review Meeting <ul style="list-style-type: none"> - What is a 'proposal' - Orchestrating • Negotiations <ul style="list-style-type: none"> - Buying Tactics - Negotiation Worksheet

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3	<p>8:00AM - 12:00PM</p> <ul style="list-style-type: none"> • Review of previous day & homework collection • Negotiation In-Class Lab • Competitive Strategies • Plausible Emergency Creation lecture & In-Class Lab • Strategy for Dealing RFP's • Competing When Your Not First • Strategy for Dealing with "Stalled" Opportunities • Role Play #6: Conducting a Refocus Meeting • Business Development for Individual Salespeople Getting People Not Looking to Look - Phone prospecting - Creating interest on the phone - Getting past gate keepers - Direct mail - Seminars - Trade shows • Competing When Your First 	<p>1:00PM - 4:30PM</p> <ul style="list-style-type: none"> • Managing Your Pipeline <ul style="list-style-type: none"> - Grading Your Pipeline - Forecasting Your Time - Balancing Pipeline Strength and Business Development Activities - Pipeline Strength and Skill Assessment • Monthly Pipeline Management Report • Discuss evening assignment <ul style="list-style-type: none"> - Case Study coaching approximately 1 hour - Group homework of approximately 3 hours
4	<p>8:00AM - 12:00PM</p> <ul style="list-style-type: none"> • Review of previous day • Sales Process Management • Getting started with CustomerCentric Selling™ <ul style="list-style-type: none"> - Sales Management, Salespeople, Marketing - Territory and Account Planning - Territory Review - Control of future opportunities - First week activity recommendations • Begin Case Study Presentations • Debrief presentations <ul style="list-style-type: none"> - Compliments - Revelations • Review original selling difficulties • Adjournment and Awards 	

Note: Each Day begins with a Continental Breakfast at 7:30 AM with the workshop beginning at 8:00 AM and ending at approximately 5:00 PM. Lunch will be scheduled from 12:00 to 1:00. There are scheduled breaks mornings from 10:00-10:30AM and afternoons from 3:00-3:30PM.