

THE EXECUTIVE AND COMPETITIVE SELLING PROCESS:
ADVANCED TACTICS SR2918

This course is designed to advance the sales cycle through an examination of the critical tactics required to gain control of the competitive environment in an account and secure the business. Emphasis is placed on developing skills to gain access to key executives in accounts, build executive credibility, develop a mentor relationship with key individuals, and inoculate against a competitor's strategy and anticipate tactics.

STUDENT PROFILE:

CSO sales representatives, sales managers, and PSO consultants.

PREREQUISITES:

The Executive and Competitive Selling Process - Advanced Strategies.

STUDENT PERFORMANCE OBJECTIVES:

Upon completion of this course, students will be able to:

- o Learn the nature of a political conflict in an account.
- o Gain access to and build credibility with key executives.
- o Build and protect a solid base of support through executive proposals and competitive inoculation.
- o Formalize and present sales plan.
- o Test sales plans using competitive counter-analysis.

COURSE OUTLINE:

- Unit 1: Target Account Penetration
 - Executive Access
 - Executive Credibility
- Unit 2: Target Account Development
 - Identifying Supporters
 - Developing Mentors
- Unit 3: Target Account Positioning
 - Executive Presentations/Proposals
 - Competitive Inoculation
- Unit 4: Target Account Implementation
 - Sales Plan Presentations
 - Competitive Counter-analysis

TESTING PROCESS:

In-class skills evaluation. Post-class reinforcement process.

FORMAT: Facilitated classroom with workshops

LOCATION: Field sales offices

LENGTH: 2 days

AVAILABILITY: Check Field Training Hotline calendar (CL40) on HPDesk

LANGUAGE: English

EQUIPMENT: None

CLASS SIZE: 25 maximum, 20 minimum

REGISTRATION: Register via your Training Program Integrator (TPI)

QUESTIONS: Contact your Sales Force Program Manager or Country
Education Manager

PROJECT MGR: Chuck Battipede Telnet/408 447-1219, or Judy Coughlin
Telnet/203 659-6033