



# MAXIMISE

## From Product to Value Selling

### DESCRIPTION

Now more than ever customers are looking to their IT suppliers to be trusted advisors who can provide business value as well as technical expertise.

The MAXIMISE program takes a Whole Brain® approach to business development, communication and selling.

This enables participants to better recognise opportunities in accounts, increase average deal size and build stronger, senior-level customer relationships.

The program is built with you in mind. It uses industry specific examples and enables participants to work on real account opportunities so that skills learned are immediately applicable.

In addition, a Train-the-Coach program is being run for the managers to improve on-the-job application.

### METHOD

Instructor led, highly experiential (learn by doing) course using video, discussion, role-plays, presentations and communication exercises.

### OUTCOMES

- Learn how thinking preferences impact on individuals' approaches to selling and communication
- Have a common approach to planning meetings, presentations, pitches and customer interactions
- Know how value propositions translate into business value for senior decision-makers
- Accelerate rapport and communicate more effectively by recognising and adjusting to others' preferences
- Recognise the 4 different roles in an enterprise sale and ensure different interests are addressed
- Improve comfort and credibility interacting at Executive/C-level
- Improve depth and quality conversations by speaking the language of business not just technology
- Better recognise business value opportunities
- Identify, qualify and develop new business in current clients and with new opportunities
- Develop more consistent, persuasive proposals in half the time

### KEY AREAS

Block 1 (Foundation):

- Business Scenario Presentations and Debrief
- Understanding Personal Thinking Preferences
- Recognising and Adjusting to Others' Preferences
- Whole Brain Opportunity and Account Management

Block 2 (Understanding):

- Defining Effective Discovery
- Establishing Credibility and Setting up Meetings
- Selling Through Questioning

Block 3 (Responding):

- Defining Effective Responses
- Structuring Persuasive Meetings and Presentations
- Persuasive Content
- Personal Delivery Coaching

