

Business Process, Research & Positioning For Sales Professionals

You cannot help your customers achieve success if you don't know their decision makers, plans, processes, measurements and issues.



COURSE FEATURES

Business Process Phase

The first phase gives Sales Professionals practice in manipulating financial statement operating items to demonstrate the impact on operating efficiency ratios for a business. They learn how their products and services impact a business finances. The business principles session helps Sales Professionals understand what their customer's are planning one, three and five years out and helps them determine how their products and services provide business benefit for the customer.

Research & Positioning Phase

This phase reviews ways to research the typical customer's business environment including vision, mission, goals, objectives, roadmaps, needs, gaps, and common pain points along with tips and ideas on strategic positioning with key decision makers. Sales Professionals learn who are their customer's Decision Makers? What are their Business Objectives? What are their Business Unit Strategies? Teams develop and present their customer discussion points by Client Business Unit Decision Maker showing how their financials and/or business strategies are positively impacted by their product or service solution(s).

Account Specific Action Plan

This is used throughout the course and provides a valuable tool useable back on the job to apply/implement the training within their account base with their sales management to plan – who/when/how/milestones/dates.

For more information on any of our products or services please call or visit us on the Web.

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BENEFITS



Business Process, Research & Positioning for Sales Professionals provides finance principles and how business finance is effected by sales volume, inventory, accounts payable and receivable, cash flow and cost of goods sold, along with how cutting costs or increasing sales effects profit margin.

It helps Sales Professionals develop business acumen skills with a general understanding of customer business processes – including decision makers and decision making process – who to position with, how to start conversation

Sales Professionals also gain insight into their customer's business environment including vision, mission, goals, objectives, roadmaps, needs, gaps, and common pain points

DESCRIPTION

Business Process, Research & Positioning is a Multi-Session Blended (Experiential) Learning Curriculum providing insight into what it takes for a business to make money along with how you research and position your products and services with your customer.

- The Business Process Phase combines two key principles of:
 - Finance; interpreting the numbers in financial statements, and
 - Business; how Decision Makers implement objectives, strategies & tactics to impact those numbers.
- The Research & Positioning phase involves:
 - Research efforts in defining exactly what your customer does, who is responsible for individual business units, what processes are used within each business unit and how they measure business process success.
 - Qualifying, developing and presenting your customer discussion points (in role-play sessions) by Client Business Unit Decision Maker showing how their financials and/or business strategies are positively impacted by your product or service solution(s).
 - **Developing an Account Specific Action Plan**

CURRICULUM

Business Process Phase

Course & Finance Principles Overview	Finance Principles	Finance Principles Follow-up	Business Principles	Business Verticals YOUR Experts (Optional)
2 hr. V-ILT	Self-Directed Learning	2 hr. V-ILT	2 hr. V-ILT	2 hr. V-ILT

Business Research & Strategic Positioning Phase

Business Research & Strategic Positioning Overview	Selected Customer Business Research & Strategic Positioning	Business Process, Research & Positioning Application Workshop	Follow-up Coaching & Reinforcement (Optional)
2 hr. V-ILT	Self-Directed Learning	2 day ILT	2 hr. V-ILT