

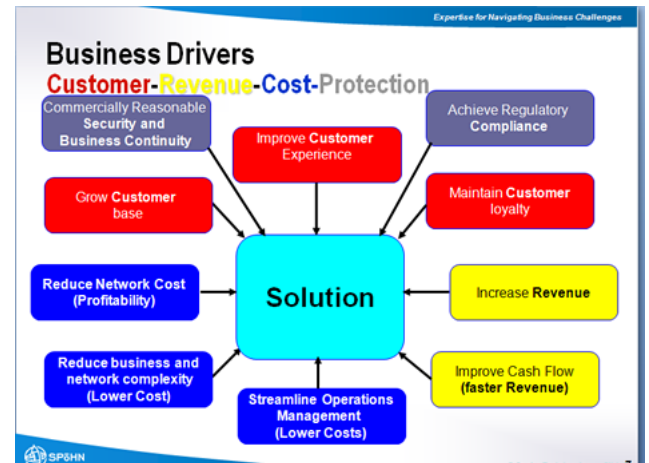
## Acquisition Strategies & Tactics

### Course Description

This course teaches your sales staff the entire Account Acquisition process from planning to results along with proven sales processes, procedures and methodologies you can incorporate into your own business.

### Why This Course is Needed?

If you want to succeed in today's competitive marketplace, your training needs to provide an overview of the key issues, trends and needs driving the dynamic opportunity set within your marketplace. Your Sales Executives need to be able to accurately assess the broad spectrum of client needs that affect the way businesses compete. Your Sales Executives need to experience the critical interrelationships between today's business issues, and the expanded technology solutions that they are being asked to sell.



### Target Audience

Entry to intermediate level telecom outbound or acquisition sales experience is recommended.

### Length

1-day

Without student exercises, activities and customer scenarios

2-days

With student exercises, activities, customer scenarios and role plays as well as more detailed discussion time between the instructor and teams and team to team discussions and critiques.

### Course Objectives

After completing this course you will be able to:

- Apply the principles and applications of sales cycle time to client programs
- Develop an acquisition marketing and demand generation plan
- Utilize prospecting strategies for today's marketplace when working with the client
- Develop your value proposition
- Apply business solution selling techniques using a scenario based role-play
- Develop an acquisition plan that ties your actions to revenue results
- Define the steps you plan to take to measure your progress

## Course Agenda

### Day 1

#### Introduction & Pre-Test

#### Chapter 1 – Acquisition Planning

Business Needs

Business Issues

Your Territory, Market and Verticals

Matching Your Customers to Vertical Markets

#### Chapter 2 – Acquisition Strategies and Tactics

Sales Funnel Management

Sales and Buying Cycle

Acquisition, Retention, and Relationship Marketing

Creating Demand

Building an Acquisition Plan

### Day 2

#### Chapter 3 – Acquisition Selling

Business and the Solutions Sale

Value Statements vs. Value Propositions/Benefit Statements

Client Drivers Aligned to Your Solutions

SMART Value Propositions

Prospecting and Relationship Management

Handling Objections

Business Solution Selling

Customer Scenario with 6 Solution Selling Exercises

- Exercise #1 – Customer Research
- Exercise #2 – Approaching the CIO
- Exercise #3 – Planning the First Meeting
- Exercise #4 – Conducting the Interview
- Exercise #5 – Designing the Solution & Preparing the Presentation
- Exercise #6 – Delivering the Solution

#### Chapter 4 – Acquisition Results

Measuring Your Progress

Course Evaluation & Post Test

