



Opportunity Management

AUDIENCE

Sales managers,
sales representatives
and partner sales
representatives.

Learn how to identify and pursue the RIGHT opportunities

Program Benefits

Opportunity Management promotes the critical importance of evaluating sales opportunities from the customer's perspective, helping your sales team to identify and pursue the opportunities that are right for your organization. Participants will learn a simple but powerful method to determine where the customer is in their specific buying process, then how to build a sales strategy and plan that is synchronized to that buying process.

- Increase win ratios and forecast accuracy
- Shift the focus from price to value
- Adopt solution and strategic selling
- Influence the buying process to increase deal sizes, win probability and cycle times
- Increase sales effectiveness by focusing on the right opportunities in the right way
- Develop superior competitive strategies and more focused selling plans
- Disqualify poor opportunities early on

Program Description

Opportunity Management, from 3g Selling, consists of a series of five Integrated Learning Modules. Each module is structured to lead up to a Work Assignment that translates learning into action. Participants are given a week to apply the new approaches and tools they learned in the classroom to real-world situations. Each successive module then starts with a "look back" to review the Work Assignment from the previous module, share best practices and reinforce learning.

Modules are delivered live over the web by a host, a subject matter expert (SME) and a producer. Participants experience a tightly produced and highly engaging training program that leverages dialogue, exercises, participant interaction, video and animation to support the total learning environment. In place of workbooks, participants are directed to an online Application Guide at the end of each module that summarizes the main learning points and acts as a job-aid for implementation.

All 3g Selling sales training programs are based on the principles of Third Generation Selling, 3g Selling's proven sales methodology that synchronizes selling to the specific target market's buying process. As such, all programs are configurable "off the shelf" to the client's specific sales process, terminology and overall business environment.

Implementation/Customization

Each of the five program modules is 75 minutes and delivered once a week via live online instruction. The target program duration is four weeks.