

# DEAL MANAGEMENT WORKSHOPS

The Deal Management Workshop is a one day sales skills program, for up to 8 participants, that is highly interactive and engages the participants through working on live sales opportunities.

## PRE WORK

Each participant must come prepared with a presentation on a deal that they would like the team's input on and a deal for which they are looking for some fresh ideas and which they want to take outside of their own comfort zone.

The presentation is not "look how good I am" but should be a background about the deal comprising - organisation, business background, key contacts, what the opportunity is for, what the value is, where it is in the sales cycle, areas in which the account manager is looking for input.

## WORKSHOP CONTENT AND STRUCTURE

### Introductions and objectives

There is a brief introduction, objectives are set and the schedule is explained. Participants introduce themselves, state any personal objectives they have and which, if any of the skills from past programmes they would like to recap or focus on during this programme.

### Deal presentations

The participants, one by one, present their deal, which typically takes about 15 - 20 minutes per person. Following each presentation, either in open discussion or small workgroups, the team contributes ideas for advancing the deal.

### Input and Skills recap

Based on the input from the team we then recap any appropriate selling skills that will be needed for advancement of the deal. For example it could be that the suggestion is that the account manager needs to go above his contacts head, we would recap Reaching Decision Maker, Getting Past the Gatekeeper, Building Benefit Statements, Appointment Setting.

### Role plays and case studies

We then run a brief role-play based around the advancement plan with the deal owning account manager trying out the new approach and one of the team members role playing his/her customer.

### Key Learning Points

We summarise on the key learning points from the role plays and discussions.

We then move on to the next deal presentation and repeat the process - Deal Presentation, Input and Skills Recap, Role Play, Key Learning Points.

### Summary, Review and Action Points

We recap the main points, the participants summarise their personal action points and what they are going to go away and do differently as a result of the programme.