

POWER BASE SELLING®

Programme Agenda and content

Introductions and objectives

- **PowerBase®** positioning
- Traditional sources of competitive advantage
- Competitiveness readiness model
- Stages of sales proficiency
- Competency Assessment discussion (optional based on web based assessment)
- Live Opportunity selection and break into table deal live application teams

Discovery

- Winning Sales Plan (WSP)
- Account profile exercise on table deal live application
- Overview of Opportunity Analysis (OA) tool
- OA application exercise
- OA debrief
- OA reporting
- Review electronic tools

Establishing Value

- Winning Sales Plan
- What do customer's value?
- Definition of value
- Value application buying zones
- Value articulation model
- Value Statement defined and examples
- Table deal live application value statements
- Value Proposition defined and examples
- Table deal live application value proposition
- Relationship inventory
- Table deal live application relationship inventory
- Value Application defined and examples
- Value Application table deal live application exercise

Political Strategy

- Winning Sales Plan
- How politics affects you
- Three key questions – Who do we know? Who should know? How do we get them on our side?
- Influence / Authority matrix
- Degrees of influence
- Mapping the **PowerBase®**
- Influence / Authority - table deal live application exercise
- The fox
- Field guide top foxes
- Fox hunting questions
- Case study Meridan Business Simulation – Building a political strategy



- Fox evaluator - table deal live application exercise
- Building support
- Contact evaluator – degrees of support, table deal live application exercise
- Competitive contact evaluator - table deal live application exercise
- Support base map - table deal live application exercise
- The **PowerBase®** principle
- The anatomy of power conflicts
- Political strategy, getting the **PowerBase®** on your side - table deal live application exercise

Competitive Strategy

- Winning Sales Plan
- How the competition defeats you – exercise
- Benefits of strategic planning
- What is a strategy?
- Sales objective – table deal live application exercise
- Differentiation analysis - table deal live application exercise
- Four classes of strategy – definition and examples
- Strategy development tools
- Video Case Study Dave Murphy’s Sales Journey – developing a competitive strategy
- Classes of strategy – table deal live application exercise, class of strategy, strategy statement, supporting tactics
- Anticipating the competition – early warning system
- Table deal live application exercise – competitor’s strategy
- Competitive counter tactics – examples, counter tactics drill, table deal live application exercise

Day 3 working lunch and final deal presentations

- Preparation for final table deal presentations
- Table deal presentations to rest of course and management panel
- Questions, deal reviews and scoring
- Declare winner and facilitator overview

Close programme

- Summary, review and action plans

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