

Managing Opportunities



A critical success factor in sales achievement is the ability to play the role of strategist. Salespeople who can select high-return opportunities and bring in business with a targeted expenditure of limited sales assets are a source of competitive advantage for their organization.

The *Managing Opportunities* module of the *Sales Advantage Series* helps high-performing salespeople learn how to make optimal decisions when choosing which opportunities to pursue. In this module, sales professionals learn about the factors that influence whether a customer will move forward with a buying decision.

Salespeople learn how to use the three factors to analyze sales opportunities and provide evidence to support their decision to pursue a particular opportunity. This enables them to accurately assess the value of an opportunity and gain sales leadership support in their sales efforts. It also helps them invest their valuable time and resources on the opportunities that represent the greatest value and highest probability of winning for your organization.

Opportunity Analysis: Three Factors

Probability Analysis	Value Analysis	Position Analysis
Will the customer buy something?	Does the opportunity have value for my company and me?	Will the customer buy from me?

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Program Outcomes

Managing Opportunities helps salespeople identify high-probability and high-profitability opportunities from their portfolio of accounts.

Learning Approach

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, *Managing Opportunities* includes components and activities that address Participant Readiness, Learning Transfer, and Organizational Alignment.

Participant Readiness prepares salespeople for the overall learning experience:

- Pre-workshop communication and an online learning module

Learning Transfer design embeds practice and use of new skills. The learning is delivered as a:

- Half-day module that equips salespeople with strategies and tools to provide advantage to the selling organization; the module uses real accounts for practice and planning

Organizational Alignment ensures the organization supports the use of the new skills:

- Post-learning reinforcement activities for both the manager and salesperson

As a result of this integrated approach, the program becomes part of your organization's selling practices which benefits customers and increases productivity.

Key Learning Topics

The Value of Prioritizing Opportunities

Learning Activities

Participants learn the importance of investing their time on those opportunities that bring profitable business to their company; participants are introduced to the three factors (Probability, Value, Position) that help determine whether to pursue an opportunity, and learn the importance of providing evidence that supports the three factors

Probability Analysis

Participants learn about Probability and its key elements; participants focus on answering the question, "Will the customer buy?" and provide evidence to support their answer

Value Analysis

Participants learn about Value and explore what determines an opportunity's value to the selling organization; participants focus on answering the question, "Is there appropriate value in this opportunity?" and provide evidence to support their answer

Position Analysis

Participants learn about Position and what to consider when accurately assessing their company's position for the opportunity; participants focus on answering the question, "Will the customer buy from you?" and provide evidence to support their answer

Leveraging Your Opportunity Strategizer

Participants apply what they learned to their own sales opportunities throughout the module; participants look at how to use their completed Opportunity Strategizer and make decisions on the question, "Should we pursue?"

Continued

Enabling Improved Performance

Sales Advantage Series modules feature application, reinforcement, and support tools. These tools ensure that salespeople can hone newly acquired skills and behaviors back on the job. Involving sales managers early and training them to coach for improved performance is also fundamental to successful implementation.

Measurement

Organizations that implement the *Sales Advantage Series* also have access to Wilson Learning measurement and impact evaluation tools. The application session can serve as a leading indicator of behavior change and potential results. Account planning and coaching tools indicate and demonstrate progress with strategically important accounts.

Wilson Learning will partner with your organization to

We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

Additional Modules

The *Sales Advantage Series* modules introduce strategic approaches that equip your sales team to provide greater value to customers and compete more effectively for their business. The modules include:

- Aligning Sales with Business Value
- Conducting Strategic Business Calls:
Discovering Critical Success Factors
- Aligning with Customer Buying Behaviors
- Creating Differentiated Offerings
- Managing Decisions
- Managing Competition

This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities and can be integrated with your sales process.