

Cascading Sales Strategy

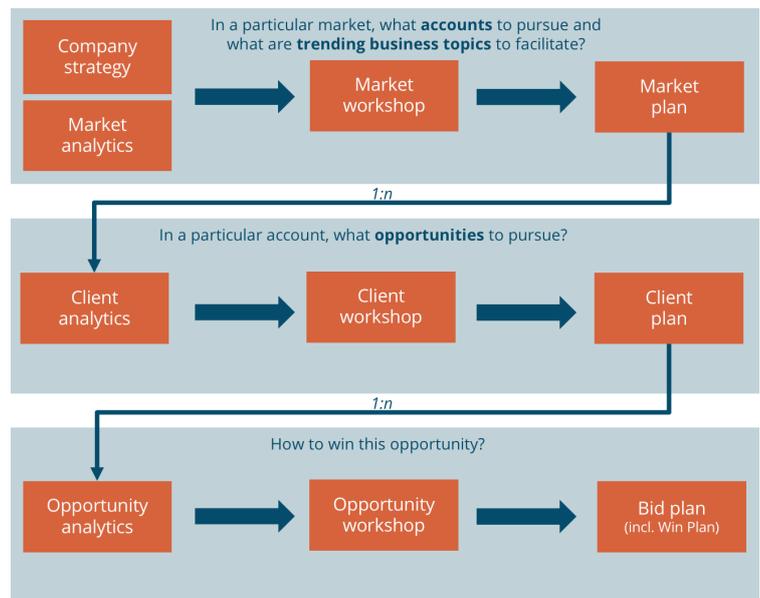
Your whole sales-cycle for large deals supported by one powerful framework. In short, that's what Cascading Sales Strategy is about.

In three workshops, facilitated by Perzival Consulting, we will:

- improve your lead generation
- professionalize your account planning
- lower your business development costs
- kick-start deal strategizing
- improve your win rate

Each workshop starts with an intake to make sure we use the right tool for the right job.

We provide an introductory course to help you get acquainted with our process and supporting toolset.



Market Workshop

The first of our three workshops focuses on the highest abstraction layer in our cycle, the market. In this workshop we will define sweet spots between your company's business strategy and portfolio choices on one hand and the market's needs over the coming years on the other. Based on this information we will make choices on what accounts we want to put effort in. For the accounts selected in this workshop, an account strategy workshop will be planned.

Client Workshop

This workshop is the perfect preparation for account planning and reviews. Your account team will analyse the client's ecosystem and explore what events the client has to react to in the coming years. Based on those events we will select the sales objectives the team wants to pursue and integrate them into the account plan. For the strategic sales objectives selected in this workshop, a deal strategy workshop will be planned.

Opportunity Workshop

This workshop is the ideal way to kick-start your bid process in the earliest possible stage. Together with your core bid team we'll analyse the power base for your deal, your own and your competitions strengths and weaknesses, and convert this into a winning deal strategy. We'll plan the strategy implementation in our 'best tactical practices' game and end the session with a sales action plan. Your team will start winning the minute the workshop is done.

Messaging and Deal Marketing

Once your deal strategy is in place, it's time to start converting your core message into a campaign. We will analyse the different marketing channels available and plan a message delivery plan that ensures perfect execution of your strategy.

Win Plans fully integrated

The creation of 'Win Plans' is fully integrated in our deal strategy workshop.

It contains a full power base analysis, a value statement definition and an opportunity score challenge. All the tools you need to complete your winning sales plan.

Note: To be able to get the full advantage of our workshops it's highly recommended that you and your team first complete our introductory course.

Introductory course 'Win Plans'

In our introductory course we'll teach you the basics of creating Win Plans. You and your team will learn to do a power base analysis, identify key decision makers and create value statements.

More information?

For more information, or to schedule a workshop, contact us at www.perzival.nl or just call 06 15 59 92 83