

SCQuARE for Sales Teams - Customised Strategic Selling

A live programme that gives you the skill to get inside your customer's mind and convert your insight and analysis into a clear, winning sales pitch.

What is it?

A programme that transfers a repeatable methodology which equips managers with the skill to employ:

- A strategic approach to selling which ensures that you develop a solution to meet or exceed the needs of your customer
- A powerful methodology delivered around a live customer application
- Thinking skills to conduct a forensic analysis of your customer's issues and your company's abilities to deliver their requirements
- An output that is a compilation of the most persuasive argument and plan of action that ensures that your company wins the customer's business.

"The fastest, most effective proposal I have ever written!"

What will you get out of it?

A winning plan for your customer created on the programme

- The ongoing ability to increase your win rate on major proposals in half the normal time.
- A rigorous tool to guarantee a consultative approach to selling your services rather than sales people just 'peddling products'
- Clear differentiation from your competitors
- A common language to rapidly get all stakeholders on the same page for all future pitches.

Who is it for?

Everyone involved in customer management and business development

- People who have to prepare client analyses and competitive pitches
- Organisations that can expand their business by enhancing the strategic agenda
- Multifunctional customer teams requiring alignment.

"SCQuARE is taught through our range of programmes, from standard training through to application on live issues"

What's involved?

- **Practical, participative and fun** programme with the emphasis on application, working in teams using the approach on case studies and your work
- **Centred on the delegate** – the agenda is designed for each delegate to make use of our expertise on specific aspects of SCQuARE as required
- **Focuses on live application** – creation of a winning pitch for a real opportunity
- **2 - 3 days programme** for 9 - 24 delegates