

Get to Great Sales Readiness

Course Leader: Chris Wyatt, Founder and Managing Director, Get to Great™ Limited

Who is this for?

This course is intended for the person(s) responsible for the successful operation of their organisation's sales function, including systems, processes, information, and all the other activities involved in sales operations.

What is it about?

It takes more than just a team of great sales people to achieve 'sales excellence'; being a 'sales ready' organisation is critical in enabling that team to focus on selling, without distraction from operational issues such as systems, process, forecast management etc.

This highly interactive workshop looks at the critical success factors in achieving Sales Readiness, enabling delegates to not only assess their own organisation's capability against the Get to Great™ Sales Readiness model (see www.gettogreat.com) but to discuss and learn how to improve their organisation's Sales Readiness.

How do you benefit?

There are a number of benefits or 'takeaways' from this workshop, including a Get to Great™ self-assessment of your organisation's Sales Readiness and numerous 'best practice' ideas to implement for yourself.

Course overview

1. Understanding your market
2. Aligned capabilities and pricing
3. People skills and behaviours
4. Sales processes
5. Creating opportunities
6. Qualifying opportunities
7. Developing win strategies
8. Proposals and presentations
9. Negotiating and closing
10. Reviewing and learning
11. Delivering the promise
12. Management information and reporting
13. Defining communicating and measuring success

Testimonials

"Get to Great provides a structured approach to assess the effectiveness of your sales force in the context of your business plan. The seasoned industry experts that facilitate the sessions ask tough questions that take you to a new level of insight." **Kevin Eley, Head of Business Development , SysRepublic**

"The day was of great value to us. This gap-analysis showed us the areas in clear terms where we can improve. We have now a good set of tools available for our sales team to use in the field." **Ewout Roozendaal, Business Development Manager Rockwell Automation**

"This was an excellent session which really got the team to question how it does things. We identified a number of areas for improvement and we will attempt to put these into practice over the coming weeks." **Steve Summers, Vice President - Sales EMEA, Airwide Solutions**

"I was impressed for two reasons; the comprehensive nature of the model and the fact that it was a facilitated group self-assessment, which meant that the sales leadership team was agreeing their own level of capability and setting their own aspirations, rather than being told by a team of consultants." **Nick Brown, formerly UK Channel Manager for Sage, and currently MD of GB Group.**

"A valuable methodology for benchmarking our current performance and identifying both quick wins and longer-term process improvements. Get to Great™ helped bring clarity to the problems we faced in a fast-growing business and gained buy-in from the team who worked with to identify solutions." **Graeme Stacey, Managing Director, Ultra Electronics Airport Systems**

"An exceptionally dynamic, thought-provoking experience, looking at unique questions and grading the current position against our future aspirations within set time frames. I can see IKON engaging Get to Great further as we make rapid progress towards our new goals." **Laurence Greenhow, IKON**

Venue: Intellect Conference Suite, Russell Square House
Max: 12
Duration: One day
Time: 09:30-17:00
Fee : Intellect members £295+VAT non-member £495+VAT