

Business Development

Discovering the hidden deals in your existing client base

Course Leader: Rob Biggin, Managing Director, Rainmaker Coaching Ltd

Who is it for?

- Project managers, consultants, systems engineers and technical account managers
- Anyone in client facing positions in the services parts of IT companies
- Someone open to explore how the services team can discover business opportunities
- IT Services People who want to be “Ready” when opportunities present themselves

What is it about?

You know that you will increase your profits if you lower your costs. You also know it's between 5 to 11 times less expensive to discover business in an existing client than find a new client. Therefore it makes sense to spend a little time and effort to discover more opportunities within your existing client base, especially when they know that you deliver great products and services.

Many IT companies have downsized their sales teams and find their teams of consultants, project managers and systems engineer experts spending more time with clients than anyone else in the company. Yet these people are a forgotten resource when it comes to generating business opportunities.

Companies have tried sales training courses for their services teams and then wondered why the training didn't work. This course is different.

How do you benefit?

This course helps delegates explore the difference between selling and looking for the next step with a client. They will be given knowledge, tools and skills that will enable them to uncover business opportunities from within their existing client base. Delegates will look **at** influencing techniques, buying processes, shaping questions and explore how clients are actually influenced.

Delegates will develop an understanding of how to use questions and relevant stories to indirectly influence clients. They'll explore the art of giving a little away in order to start the process of buying, and as a way of discovering hidden business opportunities for both products and services

How does your company benefit?

- An increase in revenue with almost no increase in the cost of sales.
- An improved chance of winning business by influencing clients' early thinking.
- A transformation from IT services to opportunity aware trusted advisors

Course overview

- Next step consulting and selling: the differences and how they complement each others
- Exploring why services teams are reluctant to develop business and what to do about it
- How to know what opportunities / business issues to look for
- Developing questions to uncover the opportunities
- Creating your own Client Fact Finder
- Understanding and using key influencing skills that work
- Getting started making it rain business opportunities

This training provides extensive opportunities to tailor the skills and knowledge to specific situations the delegates find in their work environment and to practise their new skills in role-play exercises.

Venue	Intellect Conference Suite, Russell Square House
Max	16
Duration	One day
Time	09:30-17:00
Fee	Intellect members £395+VAT non-member £595+VAT