



Course Title **Selling IT Solutions Workshop**

Course Overview:

As a result of the programme participants will be able to:

- Understand and use a structured approach for finding prospective customers
- Know how to understand their pain/gain
- Know how to position your offering to meet their need
- Know how to support the customer to create the business case to raise the finance
- Have a systematic follow up process for closing and growing your customers

This is a highly interactive and activity based workshop, you will get the opportunity to try out many techniques and understand how to ensure the customer need is met, how to demonstrate your effectiveness in order to fully understand the issue, gain the right information and data in order to provide the right IT solution.

Target Audience: This workshop is aimed at Technical Account Managers, IT Sales people. All workshops can be tailored for your particular situation and organisation.

Duration: 3 days

Programme Modules:

- Who are your potential customers?
- Where to find and meet potential customers?
- The first meeting – establishing trust and the need
- Establishing budget, authority and resource challenges
- Talking their language, developing a trust based relationship
- Putting together a business case/proposal that serves the purpose
- Implementing a system for follow up; closing and growing the customer

All participants will leave with a system for prospecting, a roadmap for establishing the need, a proposal template, and a system for follow up and would have had lots of practice!