

SELLING INFORMATION TECHNOLOGY PUBLIC AND IN HOUSE WORKSHOPS

SPECIFICALLY FOR IT SALES AND PRE-SALES SUPPORT PEOPLE SELLING

■ **HARDWARE**

■ **SOFTWARE**

■ **SYSTEMS**

■ **CONSULTANCY**

■ **SERVICES**

2 Day Public

Sales Workshop

£699 + VAT

2006 Dates-visit

LMA Website: www.larrymonk.co.uk

TELEPHONE FOR DETAILS:

01323 471730 or 07850 045878

SKILLS TO HELP YOUR BUSINESS GROW

SELLING INFORMATION TECHNOLOGY

PUBLIC WORKSHOPS FOR SALES AND PRE-SALES SUPPORT PEOPLE

Public workshops meet 'one off' training requirements which organisations frequently have. Finding the right programme for an individual - sales or pre-sales technical support - can be difficult.

If you are investing money and time into training and development, you need to be sure that a course will meet an individual's needs. Selling Information Technology is only for suppliers of Information Technology systems, software, services and consultancy. So, the issues addressed during the programme relate specifically to the knowledge and skills needed to be successful in a competitive and sophisticated market place.

KEY CHARACTERISTICS OF AN 'IT' SALE

- Technical product/service
- Protracted sales cycle
- Relative high cost
- Team sale involving technical support
- Multi-level decision process
- Risk involved for decision makers
- Involves prospect in 'change'
- Mission critical applications
- Demonstration of capability required
- Formal proposal requested
- Ongoing relationships/partnerships
- Competitive sales situation

SOME FACTORS TO CONSIDER

- Who wrote and developed the course?
- How many years has the course been running?
- Can a list of companies who have sent delegates on the course be provided?
- If you want references about the course can you get them?
- Who is the trainer running the course?
- How many times has the trainer run the course?
- How long has the trainer been involved in training on a commercial basis?
- Is the trainer already known to you?
- Has the trainer been involved in running in-company workshops for IT suppliers?
- How many and what sort of assignments have they undertaken and with whom?
- Does the trainer have a suitable commercial background which will give them credibility with course participants?
- What 'added value/uniqueness' relating to IT sales has been put into the programme via realistic scenarios that participants can relate to and learn from?

REMEMBER YOU ARE BUYING AN INDIVIDUAL'S EXPERIENCE AND EXPERTISE TO TRAIN YOUR PEOPLE

SELLING INFORMATION TECHNOLOGY

2 DAY 'INTENSIVE' PUBLIC SALES TRAINING WORKSHOP - £699 + VAT

"The preferred sales workshop for IT suppliers"

COURSE OBJECTIVES

- Improve their ability to sell IT systems, software, services and consultancy.
- Manage sales activity in a pro-active manner to achieve results/quota.
- Set clear call objectives and sell in a systematic manner using a structured approach.
- Use effective pre-qualification and ongoing qualification methods.
- Understand how to manage the sales cycle, and control and influence the prospect buying cycle.
- Analyse and identify unique areas of 'differential' in the 'total' product/solution and company offering.
- Identify the factors which impact the prospect's basis of decision and influence these factors favourably.
- Develop a persuasive business case by adding value to the solution proposed.
- Communicate complicated ideas and concepts effectively.
- Use good questioning and listening skills to uncover needs.
- Manage and develop major accounts effectively.
- Construct a persuasive financial case with solid business benefits.
- Demonstrate capability in all aspects.
- Write good business letters, proposals and tender responses.
- Handle objections effectively.
- Obtain progressive agreement at each stage of the sale.

METHOD

This is a highly participative workshop with individual and group syndicate exercises. Use is made of video recordings to illustrate key issues in selling IT systems and services. Participants are encouraged to analyse their own prospects and customers during the workshop.

WHO SHOULD ATTEND?

New and experienced sales and pre-sales technical support people involved in selling IT systems and services. Participants will usually be selling in a competitive and technical marketplace.

COURSE PROGRAMME

DAY 1: 9.15am - 6.00pm

- An introduction to selling IT systems, software and services into 2006 and beyond. Selling in changing times!!
- The sales performance formula - success and failure factors. Have you got what it takes to be a top sales person? Individual exercise.
- Some key ideas - managing the comparison process and the business cycle. Factors you may not have ever thought about, but need to know.
- What prospects and customers want from sales and pre-sales support people.
- The structure of a solution sale. The selling cycle and the complimentary buying cycle.
- Mapping where you are in the process. How this defines the selling activities to undertake.
- Activity management to achieve quota. Some key issues to consider.
- Setting call objectives - establishing credibility with the client - building rapport - controlling the meeting - creating action points.
- Early qualification of prospects - things you need to know - avoiding free consultancy!
- Film: 'Good people to do business with'.
- Syndicate analysis/review and implications. The process of communicating ideas and concepts effectively. Questions to uncover needs, hot buttons, and business issues.
- Using a consultative approach without applying pressure.
- Motivational factors that affect decision making - removing the 'risk factor' - getting on the 'short list', adding value and business benefits.
- Individual exercise/evening work - product - company and competitor analysis. Building aspects of 'differential' and adding value. Behavioural Activity Profile.

DAY 2: 9.00am - 6.00pm

- Introduction to Basis of Decision methodology. Understanding and influencing the prospect's decision factors favourably towards your solution.
- Individual exercise: Basis of Decision factor list. Identifying *differential*. Making life difficult for the competition.
- Individual exercise: Adding value and business benefits - financial analysis and R.O.I.
- Discussion session on identifying the business benefits of 'enabling' technology.
- Managing multi-level decision processes in organisations. Who makes the decisions? How to sell to the people that matter.

- Controlling the complex sale - finding ways to shorten the selling/buying cycles.
- Account Management and Business Development - best practice guidelines.
- Introduction to Major Sales Analysis and ongoing Qualification Documentation.
- Communication skills - questioning and listening. Understanding behavioural styles.
- Demonstrating and proving capability in all aspects - methods available.
- Hard copy documentation - e-mail, letters, draft discussion documents to measure customer commitment and advance the sales cycle.
- Proposals and Responses to Tenders - producing a good business case.
- Handling objections and gaining progressive commitment. Closing techniques that work.
- End course action plans.

BOOKING DETAILS

Telephone: 01323 471730 or 07850 045878

Fax: 01323 471869

E-mail: mailto@larrymonk.co.uk

COST

£699+VAT (includes a full set of course notes, lunch and refreshments during the day).

WORKSHOP VENUE

Wembley Plaza Hotel (formerly Hilton Hotel) - Wembley - London
Telephone: 020 8902 8839

This is a non residential workshop but overnight accommodation is available at The Wembley Plaza at a reduced rate. Accommodation must be booked separately and charges are the responsibility of the client to settle.

TERMS OF PAYMENT

Payment is due 14 days before the start of the workshop.

Cancellations/transfers after places have been confirmed will incur an administration charge of 25% of the full workshop fee. We are sorry, but cancellations within 14 days of the course cannot be accepted and will be charged at 100% of full rate.

Substitute delegates can be made at any time. Please notify us immediately.

ALSO AVAILABLE AS AN IN-COMPANY WORKSHOP

2006 DATES

Visit LMA website: www.larrymonk.co.uk
Also available as a 2 day in-company workshop

Telephone Booking Hotline: 01323 471730 or 07850 045878

SALES APPRECIATION FOR TECHNICAL SUPPORT

COURSE OBJECTIVES

To enable participants to:

- Understand how pre and post sales support people can contribute to the company's sales objectives.
- Make a positive contribution to customer and prospect relationships.
- Plan and prepare for calls on customers to meet specific and defined objectives, both on joint calls and on their own.
- Appreciate the sales process and how pre and post sales people can position their own activities and contribute to a total 'team' sales effort.
- Be aware of how and why a customer/prospect arrives at his decision criteria and how pre and post sales can influence this criteria.
- Gather facts and opinions from customers and prospects by using correct questioning and listening techniques.
- Contribute to the effective organisation and running of demonstrations and presentations.
- Handle customer complaints and problems in a manner that shows concern and responsiveness.
- Contribute good sales orientated technical sections to proposals.
- Manage prospects and customers to ensure ongoing business.

METHODS

Instructor sessions are combined with group syndicate discussions to provide variation and participation. Video recordings or films are used to illustrate specific points.

WHO SHOULD ATTEND?

New and experienced pre or post sales technical support people working for Information Technology supplier companies. Typically, participants will have a good technical background and be involved in the customer/prospect interface on a regular basis. Much of their work will be assisting salespeople or of a problem solving nature. Frequently, they will be involved in influencing the prospect/customer towards a specific course of action. A better appreciation of the total sales process will assist in all communications with prospects and customers.

NOTE

This workshop is available as a public workshop and runs on a regular basis in conjunction with Intellect. Please contact for details and dates.

COURSE PROGRAMME

Day 1 - Commence 9.00am End 7.00pm

- Introduction and workshop objectives.
- The pre and post sales support function - relationship with the sales team - some things you should and should not do!
- Key ideas relating to technical support/consultancy skills - the business cycle - 'everyone sells' philosophy. The support role - technical or business?
- The Performance Improvement Formula - how it affects technical support people.
- Syndicate exercise: Groups identify knowledge and skills required to carry out the role of a technical support person. Feedback and discussion.
- What customers expect from pre and post sales technical support.
- The pre and post sales technical support function related to the structure of a sale.
- The sales cycle and where technical support activities contribute in the cycle.
- Understanding the complimentary buying cycle the customer is going through or has gone through. How support can influence this process.
- Film: 'Good people to do business with'.
- Syndicate exercise: Groups analyse issues arising from the film.
- Managing activity in accounts - whose responsibility?
- Planning for meetings with customers - preparation - setting objectives - establishing credibility - controlling a meeting - creating/agreeing action points.
- Delivering and managing customer expectations.
- Identifying new business opportunities - why and how?
- Introduction to 'Basis of Decision' methodology. A mechanism for technical support people to influence customer decision making factors in a positive manner.
- Syndicate exercise: identifying factors associated with a decision by a company to implement a product/service/solution that you are involved with.
- Motivational factors that affect customer decisions - rational and emotional. Understanding how these factors drive clients to use 'enabling' technology.
- The communication process - questioning and listening - examples and exercises.
- Demonstrating/presenting capability - in all aspects.
- Written communication - e-mail - letters - discussion documents - proposals - responses to tenders - key guidelines.
- End workshop review/discussion and action plans.

WHO SHOULD ATTEND?

This workshop is best run with a maximum of 12 participants and a minimum of six.

COST

As a guideline, the cost is based on £300 + VAT per delegate per day but with a maximum trainer day rate of £1800 + VAT. The only extras are hotel accommodation for the tutor and mileage at 45p per mile. A full set of course notes for each participant is included in the cost.

PROPOSAL WRITING AND RESPONDING TO TENDERS

COURSE OBJECTIVES

To enable participants to:

- Improve their ability to produce proposals which are specific to the client.
- Make clear the commercial and technical benefits of the solution proposed in a balanced way.
- Appreciate the major sections of a proposal which are most important to decision makers.
- Write good covering letters, introductions and management summaries.
- Address specifically the prospect's basis of decision and highlight the advantages of the supplier's products/services and approach to doing business.
- Produce proposals which are strong sales documents, not technical dissertations.
- Develop a system for handling responses to tenders efficiently and effectively.
- Appreciate the importance of good proposal presentation and layout.

METHODS

Instructor sessions are supported by syndicate exercises. Client 'specific' sample proposals are used and participants are asked to seek answers to key questions which a prospect might reasonably ask.

A written exercise is included to assess clarity, readability and persuasiveness. Instructor guidance is given throughout. Advice is given on the best use of word processing systems and in particular the use of 'Readability' software to assess proposal clarity.

WHO SHOULD ATTEND?

Salespeople, pre and post sales support people, managers, bid members or other people within a company who have to produce a persuasive written business case. Normally, this will be to a prospective customer, but the principles apply equally to an internal company proposal to gain approval to a specific course of action.

NOTE

This workshop is available as a public workshop and run on a regular basis in conjunction with Intellect. Please contact for details.

COURSE PROGRAMME

Day 1 - Commence 9.00am End 6.00pm

- Introduction and objectives of workshop.
- The proposal in the selling and buying process.
- Building 'differential' into the proposal. Reviewing Basis of Decision factors.
- What is a proposal? - The purpose and objectives.
- What customers want in a proposal.
- The structure and content of a proposal.
- Syndicate exercise: analysis of example proposals.
- Review session.
- The main sections of a proposal. Covering letters, introductions, management summaries, advantages sections and financial justification.
- Responding to tender invitations and RFP's.
- Introduction to 'Storyboarding' as a mechanism to reduce the time taken to produce documents.
- Proposal writing style. 'Readability' factors and use of the technology available to produce company benchmarks.
- Tests of a good proposal.
- Reviewing the proposal.
- Organising for on time submission.
- Post proposal phases and draft documents.
- End course discussion and action plans.

NUMBERS ATTENDING

This workshop is best run with a maximum of 12 participants and a minimum of six.

COST

As a guideline, the cost is based on £300 + VAT per delegate per day but with a maximum trainer day rate of £1800 + VAT. The only extras are hotel accommodation for the tutor and mileage at 45p per mile. A full set of course notes for each participant is included in the cost.

BUSINESS PRESENTATION SKILLS

COURSE OBJECTIVES

To enable participants to:

- Give a lucid, persuasive business presentation with confidence.
- Choose the most appropriate words for the presentation from their vocabulary.
- Structure a presentation logically, so as to maximise impact, understanding and retention.
- Prepare notes for a presentation.
- Use the most appropriate visual aids.
- Control a group of people.
- Manage team presentations.
- Present a persuasive business case.

METHODS

Instructor sessions are supported by individual participant presentations. All presentations are related to the business environment in which the participants are involved. This is to ensure relevance to real world situations. Where possible, participants attend the course with a pre-prepared presentation of approx 15 minutes duration produced from a topic list agreed between the client and the tutor.

Each participant makes a full presentation during a workshop. Extensive use is made of CCTV to provide immediate feedback and evaluation. Full use is made of all popular visual aids, i.e. OHP, Slides, Flip-chart, Computer generated graphics via Powerpoint or Freelance, so that participants can have the opportunity to learn how to use them effectively. Individual video tapes are given to participants so that they can also view their performance after the course has finished.

WHO SHOULD ATTEND?

Salespeople, pre and post sales technical support people, managers or other people within a company who have to present to prospects/customers or do internal presentations to colleagues.

COURSE PROGRAMME

Day 1 - Commence 9.00am End 6.00pm

- Introduction and objectives of workshop.
- Verbal skills and techniques.
- Presentation 1: pre-prepared presentations by participants (CCTV recorded).
- Review and evaluation of each presentation.
- Planning a business presentation - how to get the mechanics right.
- Structuring the presentation to aid understanding and retention.
- Preparing and using notes - the methods available.
- Attention spans - how to maintain interest and control attention.
- Use and abuse of visual aids - why we use visuals, do's and don'ts. PowerPoint do's and don'ts.
- Controlling a group and handling questions.
- Group presentations.
- Open forum and participant action plans.

OPTIONS

The duration of the course can be extended to two days and include participants working in groups to produce a full presentation to a case study company. This involves evening work on day one and it is advisable for the workshop to be residential.

NUMBERS ATTENDING

This workshop is best run with a maximum of six participants.

COST

As a guideline, the cost is based on £300 + VAT per delegate per day but with a maximum trainer day rate of £1800 + VAT. The only extras are hotel accommodation for the tutor and mileage at 45p per mile. A full set of course notes for each participant is included in the cost.

ACCOUNT MANAGEMENT/BUSINESS DEVELOPMENT

COURSE OBJECTIVES

To enable participants to:

- Understand the key elements of selling their company products and services to corporate accounts and then managing the account over time.
- Appreciate what prospects and customers expect from Account Managers.
- Understand the supplier sales cycle and the complimentary prospect/customer buying cycle.
- Analyse the total 'product' and 'company' offering and communicate specific factors in a persuasive manner.
- Plan and prepare for visits to prospects and customers to meet defined objectives.
- Handle multi-level decision processes in large organisations and develop strong business relationships via a partnership approach.
- Use 'tailored' control documentation to monitor account activity, forecast business and manage existing accounts more effectively.
- Review communication processes and mechanisms to 'add value' to the company's products and services.

METHODS

Instructor sessions are combined with group syndicate exercises to provide variation and participation. A number of 'client' specific situations are included to ensure relevance to all participants attending. The programme, as outlined, provides for plenty of participation by delegates and feedback/discussion sessions.

WHO SHOULD ATTEND?

New and experienced Account/Business Development Managers working for Information Technology supplier companies. Typically participants will be actively involved in Account Management and Business Development and this may mean taking responsibility for a small number of important accounts that produce or have significant potential for high volumes of revenue.

COURSE PROGRAMME

DAY 1 - Commence 9.00am - End 7.00pm

- Introduction and workshop objectives.
- Key ideas in selling new business into large organisations and account management - what is driving the market?
- The performance improvement formula - how it affects Account Managers. Where are we weak - where are we strong?
- The comparison process and the business cycle - how it affects suppliers. What prospects and customers want from Account Managers.
- The structure of a sale and the complimentary buying process.
- Planning and making calls on prospects and customers - objective setting. Qualification procedures and information gathering.
- Motivational factors that affect prospect decision making.
- Evening: syndicate exercise: groups analyse 'products and services' - the organisation and support services and competition.

DAY 2 - Commence 9.00am - End 5.00pm

- Informal presentations by syndicate leaders.
- An introduction to Basis of Decision methodology - a mechanism to influence prospect/customer decision criteria.
- Syndicate exercise: groups identify factors important for an organisation to take into account in making a decision to use a particular supplier.
- Review and analysis - identifying 'differential'. Multi - level decision processes in large accounts - managing the complex sale.
- Account planning processes - documentation and its use and abuse - review of current procedures - do they need to change?
- Mechanisms to ensure high level contact/regular business reviews. Managing accounts effectively and 'locking out' competition.
- Selling the Account Management approach and its benefits.
- End course discussion and action plans.

NUMBERS ATTENDING

This workshop is best run with a maximum of 12 participants and a minimum of six.

COST

As a guideline, the cost is based on £300 + VAT per delegate per day but with a maximum trainer day rate of £1800 + VAT. The only extras are hotel accommodation for the tutor and mileage at 45p per mile. A full set of course notes for each participant is included in the cost.

Since 1981, LMA have specialised in providing 'tailor made' in-company workshops for clients - especially suppliers of Information Technology systems, software and services.



Larry Monk has worked with more than 200 IT suppliers on in-company projects during this time on a wide range of assignments involving sales, support and management. In 1983 he introduced the first public course specific to IT suppliers, 'Selling Information Technology'. This workshop has been running on a regular basis for over 20 years and has become a 'preferred' course for many hundreds of IT supplier companies in the UK with 'one off' training requirements.

As well as running this public workshop, a series of in-company workshops are also available. Understanding the complex training and development requirements which IT suppliers have is of paramount importance. Your people at all levels have an opportunity to reassess their attitudes and sharpen their skills, knowledge and abilities through training which produces results.

IN-COMPANY METHODOLOGY

STEP 1

Each in-company workshop is designed to meet a client's specific training needs. The first step is always to understand your business and how training requirements relate to company objectives. From this co-operative effort, a statement of training objectives is produced that corresponds to the real needs of your business.

STEP 2

The next stage is to devise a workshop, or a series of workshops to realise these objectives. To do this whatever training methods are appropriate are used. The aim is to ensure that each workshop reflects realistically situations faced by your people in the 'real world'.

STEP 3

The third phase is the workshop presentation itself. Great emphasis is placed on active participation by every course member, there is a minimum of overt lecturing on in-company programmes. Concentration is made on analysing individual difficulties, using case studies, role plays, syndicate exercises, etc., to bridge the gap between training and real-life situations. Simulations of the business environment are used to reinforce messages that are relevant to staff at all levels.

STEP 4

The final phase is post course review to assess the value of the training to the participants and further training requirements which may arise.

BENEFITS

In-company training produces many benefits. In particular, it helps to develop improved teamwork, better internal cross-fertilisation of ideas, and a common approach. For lasting results, training alone is often not enough. That is why every assignment can include provision for an immediate post-course review, with further reviews at regular intervals. Involvement can continue as long as you wish.

KEY WORKSHOPS WHICH MAY BE OF INTEREST

- Sales Workshops
- Sales Appreciation for Technical Support people - Pre and Post Sales
- Business Proposal Writing and Responding to Tenders
- Business Presentation Skills
- Account Management and Development
- Sales Management and Strategic Marketing

COST

Tailored in-company workshops do not have to be expensive! As a guide you should budget for £300 + VAT per delegate per day but with a maximum trainer day rate of £1800 + VAT per day. This sort of charge means that even for small groups, in-company workshops can be very cost effective and provide an excellent return on investment. Please contact us to discuss your requirements in more detail.

LMA website: www.larrymonk.co.uk

SALES, SUPPORT, MANAGEMENT TRAINING & CONSULTANCY FOR IT SUPPLIERS

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