

Helping Clients Succeed INORDER Sales Training

Converting Opportunities: Advocacy and Presenting to Close (ER)

Converting opportunities is all about delivering and expanding the pipeline by crafting and advocating exact solutions, and presenting to close. It's also about enabling and managing the results of client decisions and delivering long-term success.

Clients typically complete the Helping Clients Succeed— Qualifying Opportunities: Inquiry (ORD) before doing this work session, which transitions from inquiry (seeking first to understand) to advocacy and crafting solutions (seeking to be understood).

In this training you will learn how to craft, advocate, and present Exact Solutions (E), and manage the Results (R). This requires converting client information into a solution that exactly meets a client's need, making presentations to the right people at the right time to enable decisions, and managing client relationships, whether you get their business this time or not.

What You Will Learn

This training session focuses on your deals. You will bring your own opportunities that you're currently advancing towards a final decision. We will help you develop effective closing strategies and presentations to close your deals faster and at higher margins. We provide the process, strategies, skills, and tools to help you learn *how* to:

- Build a business case *with* your clients rather than doing it for them
- Get clients to co-invest their time, energy, or money with you during the solution development
- Create and present exact solutions that match your client's issues, resources, timetable, and decision-making criteria
- Prepare compelling presentations and proposals by using new strategies and tools
- Deliver powerful, interactive in-person presentations that engage clients
- Uncover and explicitly discuss all doubts, objections, and concerns about proposed solutions
- Gain agreement and consensus during a presentation leading to a final decision and close

No Lost Time from Work

This is a work session where participants advance their own deals. It is typically a customised session, depending on client needs and is onsite, interactive and consultant-led with role-plays.

Who Should Attend

Sales professionals, consultants and relationship managers who have business development responsibilities.

Other Work Sessions and Services

Clients who attend this session also find the suite of INORDER sales process training valuable, along with coaching or consulting services. INORDER includes: Initiating New Opportunities (INO), Qualifying Opportunities (ORD), Converting Opportunities (ER), and Client Negotiations.

For further information contact your Client Partner or call 0845 200 4200.