

## Helping Clients Succeed INORDER Sales Training

### Initiating New Opportunities: Creating and Advancing Opportunities (INO)

Initiating new opportunities is all about finding and creating new business to fill your pipeline. Getting this first step in the sales process right means the difference between successful and languishing sales.

In this training you will learn how to confidently and consistently create profitable opportunities with current and new clients—in a way clients appreciate.

### What You Will Learn

This training session isn't lost time from working on real deals. You will bring a sales opportunity you want to pursue, and we'll work together to create strategies and tactics for initiating this opportunity. We provide the process, strategies, skills, and tools to help you learn *how* to:

- Collect the right data to provide insight into targeting the right marketplace and the right clients.
- Initiate new opportunities that are actually compelling and relevant for clients.
- Prepare sales plans, account plans, opportunity plans, and call plans to effectively prepare for client interactions.
- Enable open, engaging dialogue with clients to explore ideas for creating profitable, client-centred results.
- Anticipate and resolve likely objections or push-backs with compelling responses.
- Co-develop client-centred value propositions and business cases *with* clients and determine “next steps” to advance opportunities.
- Establish a system and process for routinely planning and executing new opportunities.

### 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 work 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.**