

## Helping Clients Succeed INORDER Sales Training

### Qualifying Opportunities: Inquiry (ORD)

Qualifying opportunities is all about pipeline flow and advancing high probability prospects. Inquiry (seeking first to understand) is at the heart of qualifying sales opportunities. This requires structured conversations to enable clients to do the talking, and sales people to ask effective questions and then *listen*.

In this training you will learn *how* to sincerely understand your client's opportunities, resources, and decision-making (ORD)—and break down dysfunctions in the selling/buying process, get real with honest dialogue, listen, and collaborate with clients for mutual success.

### What You Will Learn

This training session will focus on your deals. You will bring your own sales opportunity, and we'll help you qualify it. We provide the process, strategies, skills, and tools to help you learn *how* to:

- Move off the solution and engage clients in honest, structured conversations to create collaboration.
- Ask effective questions to first discover how your client defines success and understand their:
  1. Opportunity: Should the client pursue a solution? (Quantitative evidence and value.)
  2. Resources: Can the client do it? (Time, people, and money.)
  3. Decision making: Will the client do it? (Buy-in from decision-makers.)
- Check your intent and ego to ensure you're truly focused on your client's success.
- Ask questions that "peel the onion" to uncover the business impact of a client's issues/problems.
- Genuinely listen and probe for meaning and understanding.
- Qualify and quantify opportunities based on hard and soft evidence, impact, constraints, and context.
- Co-create a value proposition with clients based on their key needs and decision criteria.
- Gain access to key decision makers to understand their issues and decision criteria, and map key relationships, and the competition.

### 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.**