

SCOPE | Strategic Customer Omnichannel Plan Evolution programme

SCOPE is a customer centric workshop designed to challenge your teams to RE-IMAGINE mutual value creation

AUDIENCE

Key customer leads together with a selection of cross functional team members from: sCommerce, Marketing, Digital, Shopper/Trade Marketing, Supply chain and Finance Teams
2 facilitators lead 16 delegates split into 4 customer teams

OUTCOMES

- A customer centric growth plan re-imagining value creation.
- Insights, performance metrics and customer DNA forming the solid foundations of the customer plan.
- Focused and specific targets supported by pressure tested strategies and initiatives
- A change in mindset of the team, focused on delivering non-linear growth.
- 'Moonshot thinking that sets stretching and engaging longer-term omnichannel goals for the customer and category
- Cross functionally built to ensure the plans deliver whole company objectives
- A plan that gives your business a unique point of difference with your customers, securing ownable growth platforms

APPROACH



LEARNING JOURNEY



Programme overview:

Step changing the growth trajectory of the category and your business is our goal. This 3-day workshop stretches and challenges your teams thinking and builds tangible customer centric growth plans that the teams leave prepared to sell and deliver with their customers.

Experienced consultants challenge thinking and understanding to secure a shift in delegate mindset, embedded by follow up coaching.

<p>Day 1 Course Introduction SCOPE Planning overview Step Change; Uniqueness & Re-imagine Corporate Planning Inputs Moonshot thinking Customer DNA Target Outcomes Power Insights Power; Restrictions; Ambitions & Warnings signs</p>	<p>Day 2 SCOPE Present Back Strategic Roles Reason to Believe Strategies & Initiatives Strategy options Strategic choices for growth Initiative planning Simplification Future step-changes Group Strategy Review</p>	<p>Day 3 Growth Enablers Customer Engagement Excellence Stakeholder engagement Creating memorable customer engagements SCOPE Strength Tests Potential to step change? Uniqueness in a crowd? Re-Imagine the future?</p>
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Pricing available on request

OUR UNIQUENESS

- Approachable** experts with senior commercial experience
- Tailored** and flexible engagements to meet your needs
- Practical** and ongoing support to deliver change
- Collaborative** approach to create sustainable agreements

Sales Mastery

Our Sales Mastery programme ensures that you face customer challenges as an organisation

AUDIENCE

Experienced sales and commercial managers across functions that need to elevate selling as a total organisational challenge, leveraging diverse functional skills to build and protect value.

OUTCOMES

- Build KAM capability in establishing your company as a business partner of choice for your most strategic customers
- Understand how to better leverage and exploit the assets and capability that you have as supplier, to create joint strategic value for customers and supplier.
- Practice theory, receive feedback and shared learnings in a safe environment.
- Leave with a robust action plan on how to embed learnings back into your roles.
- Use the knowledge and skills across our organisation to deliver a solution driven by the diverse capability, knowledge and skills of your organisation
- Generate insights from qualitative and quantitative data sets, connecting dots and create options
- Knowledge and practice of financial drivers, RGM levers and how it impacts customer and ourselves
- Enhanced insight led selling capability - putting theory into practice through the business case
- Develop customer touchpoints and key stakeholder management skills
- Specific skills are practised include Questioning skills, Identifying needs, Proposal creation
- Deliver better, more compelling customer propositions with a challenger mindset
- Realising the Benefits of the outcome

APPROACH

- Participants will work in groups focused on a case study that represents the typical structure of a multi format retailer the case study includes extensive retail data both quantitative and qualitative that a typical key account manager will come across in their daily work.
- Facilitators will lead participants through theory and then support them in the application of the theory through several activities and exercises related to the case study.
- The programme culminates in a selling proposition presentation developed by each group to overcome the challenge that the fictitious retailer sets in the case study.
- The case study is so designed to ensure that participants can apply different forms of joint value creation to overcome the challenge posed by the fictitious customer.
- The programme is highly interactive and participative throughout and is very well suited to disciplines from different functions so that they can collectively learn how a total organisation builds value for its key customers.

LEARNING JOURNEY

Understanding & preparation

Workshop

Embedding

121 coaching | Team refresh | Tools and templates | Ongoing support

Programme overview:

3-day interactive tailored workshop which faces the challenges customer pose, to build a complex solutions across different customer touchpoints.

Day 1

Customer Understanding intro
What is expected of a KAM
What do retailers value
WS 1: The Challenge
Understanding Retailer economics
WS 2: Finance Perspective
Role plays actions
Day 1 consolidation

Day 2

Insights To Actions:
Category Growth – Supplier ROLES & Growth drivers
Category online environment
WS 3: Category opportunities based on data
Day 2 morning consolidation
WS 4 Online | omnichannel market assessment & Debrief
Learning and actions
Next stage on business case study
Learning and actions from day 2

Day 3

Understanding the Manufacturer P&L
RGM introduction (focus on Pricing, Promo and Mix)
WS 5: RGM opportunities
WS 6: supply chain opportunities
DAY 3 Morning consolidation
WS 7: build the customer responses
WS 8 : deliver the customer response & feedback
Personal actions and consolidation of learning

Pricing available on request

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Collaborative approach to create sustainable agreements

Essential Selling

Selling is a lost art. All too often people default to negotiating too quickly which results in needlessly giving away value. The blended, tailored programme quickly builds sustainable selling skills and behaviours.

AUDIENCE

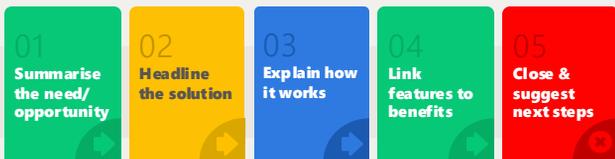
- Field Sales professionals
- Account Executives/new National Account Managers
- Marketers who will get more from their agencies
- Teams and individuals requiring selling fundamentals
- Teams and individuals requiring selling fundamentals
- People who need help with internal selling
- People with up to 3 years commercial experience

OUTCOMES

- Confident to use Kaleidoscopic Preparation:
 - Setting objectives
 - Understanding People styles
 - Identifying needs
- Aware of and confident to close using a range of techniques
- Knowledge and practice of the Structured Customer Business Meeting framework
- Adept at recognizing and managing the different buyer styles
- Enhanced selling capabilities through practice and feedback of relevant role plays

APPROACH

The Persuasive Selling Process



The Structured Customer Business Meeting Process



LEARNING JOURNEY

Understanding & preparation

Workshop

Embedding

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Programme overview:

Proven selling process gives structure and confidence

Consistent language enables clear transition

Multiple roleplays lock in learnings and deliver behaviour change

Role playing from both sides of the table provides an understanding of both the seller and the buyer perspectives

Day 1 - Setting up the sale

Introduction & Personal Objectives
 Kaleidoscopic Preparation
 Selling Warm up role play
 Objective Setting
 Customer Meeting Framework
 Understanding buyer styles
 Personal Action Planning
 Questioning Skills 'Align on Needs'
 Case Study Role Play (1)

Day 2 - Making the sale

Re-cap day 1 key learnings
 Case study exercise (2) Create Selling Story
 Persuasive selling process
 Overcoming Objections
 Persuasive Selling exercise
 Role Play Preparation
 Case study Exercise (3) Selling Role Plays
 Realise the Benefits
 Learning consolidation & action planning

Pricing available on request

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Essential Selling - Virtual

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AUDIENCE

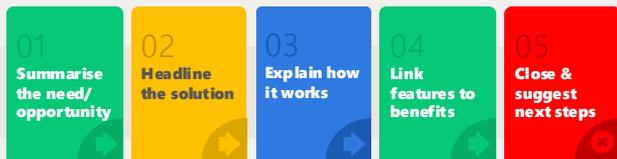
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APPROACH

The Persuasive Selling Process



The Structured Customer Business Meeting Process

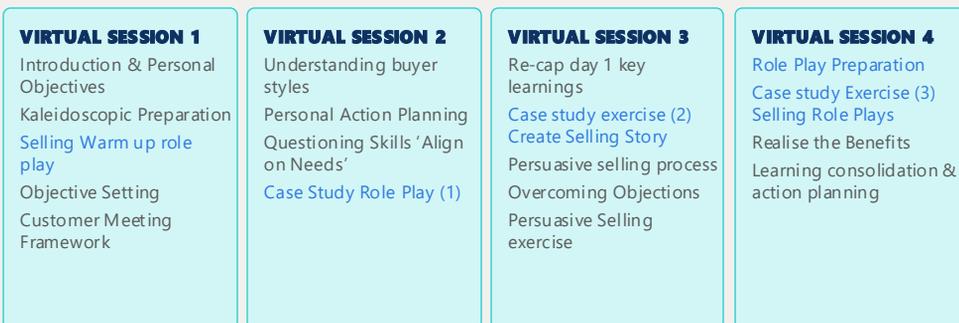


LEARNING JOURNEY



PRE-WORK before sessions:

Self-directed Learning assets (SDLs) are used to learn theory in advance and make F2F sessions more valuable



Pricing available on request

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Essential Selling and Negotiation programme

Selling is a lost art. All too often people default to negotiating too quickly which results in needlessly giving away value. The complete commercial conversation delivered through a practical selling and negotiation programme.

AUDIENCE

- Commercial professionals, looking to understand fundamental selling & negotiation approaches especially:
- Account Executives, junior Account Managers and National Account Managers
- 2 facilitators lead ideally 8 delegates

OUTCOMES

- Knowledge and practice of the Structured Customer Meeting framework
- Realizing the Benefits of the outcome
- Understand Kaleidoscopic Preparation from a Selling and Negotiation perspective
- Comprehensive knowledge of the SKATER approach to effectively engage with and then negotiate with all types of customers
- Individual action plan with feedback from 6 role plays (3 Selling & 3 Negotiation)
- Enhanced selling & negotiation capability - putting theory into real-life role play practice
- Specific skills practiced include:
- Questioning skills, Identifying needs
- Flexing personal style, Proposal creation, Persuasive Selling, Objection handling, Negotiation Planning
- Full range of Negotiation Behaviors

APPROACH

SKATER

The process provides a basis for moving between stages as many time as needed.



6 Step Kaleidoscopic preparation planning process



LEARNING JOURNEY

Understanding & preparation

Workshop

Embedding

121 coaching | Team refresh | Tools and templates | Ongoing support

Programme overview:

Proven selling process gives structure and confidence.

Clear rules and guidelines are established for moving between selling and negotiation.

Consistent language enables clear transition.

Multiple roleplays lock in learnings and deliver behaviour change.

DAY 1 - Setting up the sale

Welcome & Introduction
 Selling introduction & warm up role play
 Framework Overview & K Prep
 Objectives
 Create the Conditions
 SCM: Align on Needs
 Transition
 Case Study part 1:
 Questioning Role Plays
 Role Play Debrief
 SCM: Persuasive Sell
 Persuasive Sell exercise

DAY 2 - Plan outputs

Case study part 2: Selling Role Plays
 Role Play Debrief
 SCM: Overcoming Objections
 Group Negotiation Role Play
 Role Play Debrief
 K Prep: Objectives
 K Prep: Effective Questioning
 K Prep: Variables
 K Prep: Trading Variables Language
 Negotiation Role Play
 Role Play Debrief

DAY 3 - Alignment & Selling the Plan

K Prep: People
 K Prep: Balance of Power
 K Prep: Trading Variables
 Trial runs
 Alignment
 Excellent Negotiation
 Final Negotiation Role Play
 Group Discussion
 Gaining Commitment
 Realise the benefits
 Learning consolidation & action planning

Pricing available on request

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Practical and ongoing support to deliver change

Collaborative approach to create sustainable agreements

Essential Selling and Negotiation programme - Virtual

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01 Essential Selling Part 1

Selling vs Negotiation
Meeting framework & Kaleidoscopic Prep
Objective Setting
Case study preparation
Create the conditions – people styles
Align on needs – questioning skills
Case study part 1:
Questioning role plays

02 Essential Selling Part 2

Transition – move to persuasive sell
The persuasive selling process
Persuasive selling practice exercise
Dealing with buying resistance: KLARDOC
Case study part 2:
Persuasive sell role plays

03 Essential Negotiation Part 1

Dealing with buying resistance: Negotiation SKATER & Negotiation Kaleidoscopic Prep
Group Negotiation role play
K Prep: Negotiation objectives
K Prep: Effective Negotiation questions
K Prep: Negotiation variables

04 Essential Negotiation Part 2

K Prep: Balance of power
K Prep: People
K Prep: Trading variables
Negotiation Language
Negotiation role play

05 Essential Negotiation Part 3

Alignment & Trial runs
Excellent (Selling &) Negotiation
Final case study role play preparation
Gaining commitment (Closing)
Realise the benefits
Final Negotiation role play
Learning consolidation & action planning

Pricing available on request

OUR UNIQUENESS

Approachable experts with senior commercial experience

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Practical and ongoing support to deliver change

Collaborative approach to create sustainable agreements

Inspirational Selling

Advanced selling programme equipping delegates to deploy challenger and category selling approach to provoke clients and create mutual value

APPROACH

The Persuasive Selling Process



LEARNING JOURNEY

Understanding & preparation

Workshop

Embedding

121 coaching | Team refresh | Tools and templates | Ongoing support

Programme benefits:

Workshop replicates the steps of a structured customer meeting

Only led by experienced consultants

Real-life selling story scenarios used on workshop

DAY 1 (or Virtual Session 1&2) Setting up the sale

Objective setting
Key Account selling overview
Case study exercise
Customer Meeting Framework
Information to insight

Case study exercise
Persuasive selling exercise
Questioning skills 1.0
Personal Action planning

DAY 2 (or Virtual Session 3&4) Making the sale

Re-cap day 1 key learnings
Case study exercise x2
Gaining commitment
Questioning skills 2.0

Selling Role plays
Personal action planning
Customer Network Management
Realise The Benefits
Workshop summary & close

AUDIENCE

Delegates who want to be able to bring insights and challenge. And get the deal done without negotiating

(Senior) National/Key Account Managers

Heads of Channel/Sector/Sales

OUTCOMES

Confident in setting SMARTER objectives using ODE

Using advanced questioning techniques

Develop customer network management and key stakeholder management skills

Clearly differentiate between information and insights and able to generate insights

Expert at recognising and managing the different buyer styles

Deliver better, more compelling customer propositions persuasively

OUR UNIQUENESS

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Practical and ongoing support to deliver change

Collaborative approach to create sustainable agreements

PRICING

Inspirational Selling programme: £16,500

Discovery, tailoring and preparation: £3,000

For more information contact us at info@totalnegotiation.com