

SCOPE | Strategic Customer Omnichannel Plan Evolution programme

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

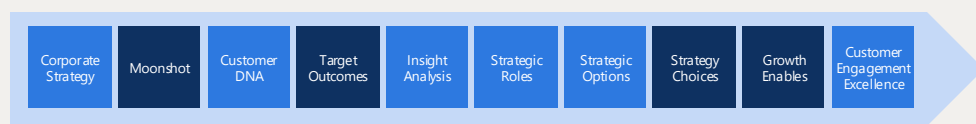
AUDIENCE

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

Understanding & preparation

Workshop

Embedding

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

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.

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

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

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?

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

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

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



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

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

Essential Selling - Virtual

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

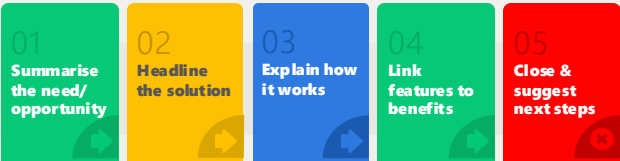
- Field Sales professionals
- Account Executives/new National Account Managers
- Marketers who will get more from their agencies
- Teams and individuals requiring selling fundamentals
- Teams and individuals requiring selling fundamentals
- People who need help with internal selling
- People with up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



PRE-WORK before sessions:

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

VIRTUAL SESSION 1

Introduction & Personal Objectives
Kaleidoscopic Preparation
Selling Warm up role play
Objective Setting
Customer Meeting Framework

VIRTUAL SESSION 2

Understanding buyer styles
Personal Action Planning
Questioning Skills 'Align on Needs'
Case Study Role Play (1)

VIRTUAL SESSION 3

Re-cap day 1 key learnings
Case study exercise (2)
Create Selling Story
Persuasive selling process
Overcoming Objections
Persuasive Selling exercise

VIRTUAL SESSION 4

Role Play Preparation
Case study Exercise (3)
Selling Role Plays
Realise the Benefits
Learning consolidation & action planning

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

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

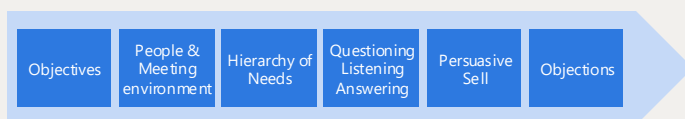
APPROACH

SKATER

The process provides a basis for moving between stages as many times 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

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

Essential Selling and Negotiation programme - Virtual

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
- Realising 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 practised include:
- Questioning skills, Identifying needs
- Flexing personal style, Proposal creation, Persuasive Selling, Objection handling, Negotiation Planning
- Full range of Negotiation Behaviours

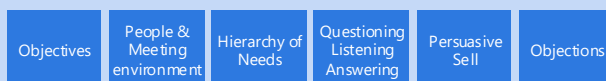
APPROACH

SKATER

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



6 Step Kaleidoscopic preparation planning process



LEARNING JOURNEY

Understanding & preparation

Workshop

Embedding

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

PRE-WORK before sessions:

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

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

Tailored and flexible engagements to meet your needs

Practical and ongoing support to deliver change

Collaborative approach to create sustainable agreements

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

PRE	Kaleidoscopic preparation
IN	Create the conditions
	Align on needs
	Transition
	Persuasively sell
	Deal with buying resistance
	Gain Commitment
POST	Realise The Benefits
Inspirational Selling (Deeper focus)	

For more information contact us at info@totalnegotiation.com