

Sales Opportunity Management

WHEN YOUR BUSINESS
TAKES A NEW TURN
ACROSS BORDERS...

WHO WILL BENEFIT FROM THIS SEMINAR?

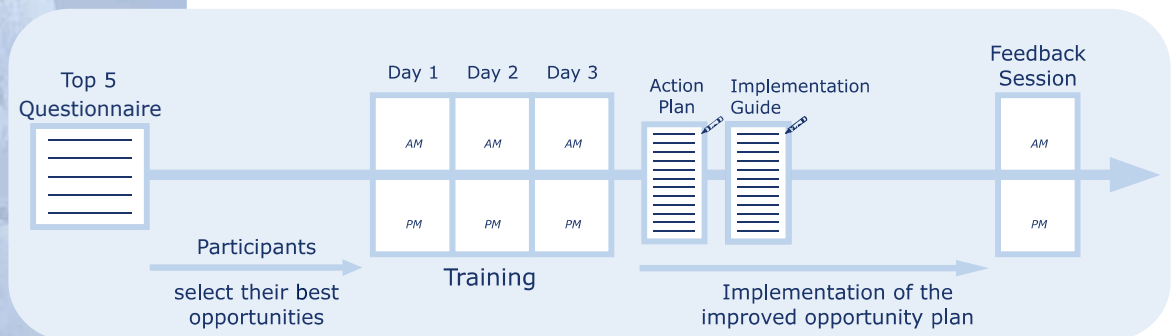
This seminar is designed for sales managers, technical sales representatives, product managers and other professionals involved in managing customer contacts.

It is also intended for those individuals who have a responsibility in closing existing deals within an organization.

WHY SHOULD YOU ATTEND?

Opportunity Management focuses on an advanced sales process that will enable you to:

- Gather and analyze extensive information on a sales opportunity
- Assess the sales opportunity, both internally and externally
- Develop a competitive strategy
- Map the decision-making unit for your specific opportunity and plan how to persuade the most influential people
- Develop a relationship strategy to turn the opportunity into a deal



METHODOLOGY

Before the actual training, you receive a questionnaire that enables you to compare your current business deals. You select your best opportunities and prepare them for the actual training. During the 3 days session, you analyze these opportunities, practice new concepts and processes on case studies and then apply these to your own opportunities.

A few weeks after the training, a feedback session reinforces the implementation of the concepts and processes.

CONTENT OF THE SEMINAR

Introduction – Value Selling

Opportunity Management is a process that supports a business in focusing on opportunities with a real added value.

(We present this program as part of a more complex business improvement program.)

ALTERNATIVE & RELATED PROGRAMS

Professional Sales Skills
Effective Presentation Skills
Winning Proposal
Negotiation Skills
Sales Base Management



Analyze and Assess the Opportunity

Before investing time and money in an opportunity, it is crucial that we first gather and understand all the information about the opportunity in order to evaluate the chance of success, the degree of risk, the return on investment and the value we create for the customer. The Opportunity Management course presents adequate concepts and processes to effectively do so. Team selling will be very important during these activities.

Strategy and Implementation

Only now can you decide on a successful strategy and commit time and costs to implement this strategy. We will present effective and comprehensible concepts to help you decide which strategy to choose and how each of these concepts should be implemented.

Action Plan

Attendees will leave the seminar with a clear list of very specific actions for each opportunity.

DURATION

This program covers 4 days, 3 days training and a feedback session.

LANGUAGE

English. Also available in Dutch, French, German & Spanish on request.

I would like to be contacted for more specific information on **'Sales Opportunity Management'** by: phone email

Name:

First Name:

Company:

Title:

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