



## Strategic Selling Using the SalesGame

**LEARNING OBJECTIVES:** After successfully completing this workshop and coaching experience, participants will have learned the following:

- A structured process for acquiring new clients or obtaining additional work from existing clients
- The proper execution of the process, which positions the professional to provide the highest level of service resulting in an "enthusiastic" (not just a "satisfied") client
- The Six Stages in the SalesGame Process, specifically:
  1. How to create, identify, and qualify potential clients
  2. How to effectively "shape the service"
  3. How to confirm the value the prospect is seeking and how he/she wishes to be served (i.e., the service and how the service is delivered)
  4. A structured approach for ensuring the client is "enthusiastic" or determining the reason for loss
  5. The importance of planning, which is the centerpiece of the Six Stage Process
- The five key fundamentals for executing the SalesGame Process, which are:
  1. The Ground Rule - a universal communication tool that enables the professional to effectively handle objections or to fully understand what the prospect/client needs or wants
  2. The Scorecard - the primary tool that helps the professional summarize what will make the future client "enthusiastic", help them clarify their decision, and help the professional develop a strategy to win the work in competitive situations
  3. The Questioning Technique - an approach to using "broad information gathering" areas of enquiry to facilitate conversations for the Stage of the process and to move the process forward
  4. The Opening Technique - a communication tool using the mnemonic device TEPE that enables the professional to effectively transition a conversation to a business development discussion appropriate for the Stage of the process
  5. The Closing Technique - an approach for ensuring that the professional has a controlled, actionable next step after every business development meeting with a prospect or client that, in most cases, advances the cause
- A method for strategically preparing for any business development meeting, specific to what Stage of the process the professional is in, using the "Sales Planning Checklist" and the "Play Diagram" template.
- Knowledge and experience in applying SalesGame concepts and tools to "live" or "real" business development situations.

In summary, concepts participants learn in the Strategic Selling SalesGame workshops and coaching sessions will enhance their communication and interpersonal skills as they are applied in business development settings.