

GREENBANK VIRTUAL WORKSHOPS

Value-Based Sales & Negotiation Programme Modules



Value-Based Sales & Negotiation Programme

This innovative programme is designed for sales leaders and sales executives who want to hone their personal selling and negotiation skills, using advanced, industry-leading techniques. The modular approach means that individuals can choose the topic most relevant for them or follow the whole integrated programme

As with all Greenbank *programmes* this series of virtual workshops is highly tailored and interactive with relevant role-plays, active participation, and group discussion – ensuring complete relevance and immediate adoption of skills and tools.

The programme consists of a series of 2-hour modules which can be covered over two weeks or more gradually. After each session participants commit to how they plan to implement their learning through a personal action plan.

Each module comes with its own set of notes and follow up exercises building into a comprehensive programme of sales & negotiation skills.

The screenshot shows a virtual meeting interface with a slide titled "Exercise – typical criteria your prospects use?". The slide lists criteria: Company, Commercial, Technical, Functionality, People, Support, and Logistics. A balance scale icon is also present. Below the slide is a "VIRTUAL FLIPCHART" section with the text "Typical criteria your prospects use..." and a list of criteria: Price, Relationship, Flexibility, Ease of use, Technical specification, and Match to specified needs. To the right is a video feed showing a woman smiling, with three smaller video feeds below it. Below the video feed is a "Q&A" section titled "YOUR TOP TIPS FOR INFLUENCING DECISION CRITERIA" with a table of tips.

YOUR TOP TIPS FOR INFLUENCING DECISION CRITERIA	
Miguel	Show them the impact of making the wrong decision
Jane	War stories – what have other clients used?
May-Lin	Don't be afraid to understand what different stakeholders see as important
Hannah	Re define what they should mean by 'price'
Scott	Find the criteria out first!

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Sample Value-Based Sales & Negotiation Programme Agenda

The programme can be made up of a wide number of topics designed to fit the specific needs of participants and their organisation. We will work with you to understand the topics most important to your people and then finalise a programme which delivers the content and results you want.

However, to give you a better understanding of what is possible, here is a sample programme giving a brief summary of each module.

1. Developing effective business relationships (2 modules)

Helping participants understand themselves better and what makes other people tick.

This is the foundation stone of the programme providing a framework and language which is then built upon during later modules. We start by helping participants get a better understanding of themselves – their strengths as well as their blind spots. This includes a psychometric tool here - Insights Discovery or MBTI - and each participant would receive a powerful personal report as part of the first module. In module 2, we then move on to build practical strategies for working better with others and how they may sometimes need to flex their approach for different people in their team, key stakeholders - and even their boss - to be more successful.



2. Value-Based Business Conversations

Building urgency – and clearly showing the “risk of doing nothing”

In the current climate, if you do not understand – or can't clearly articulate - the tangible business value your solution delivers, then why would a prospect invest time with you, when there are many other demands on their time?

This module uses Greenbank's powerful Value Map © to allow you to communicate the actual business value you can deliver to each prospect – helping you create urgency and develop a financial ROI that you can use to justify a project to their CFO.

Participants will use real-life opportunities they bring to the workshop and walk away with a clear value proposition ready to use in a conversation, email, proposal, or pitch.

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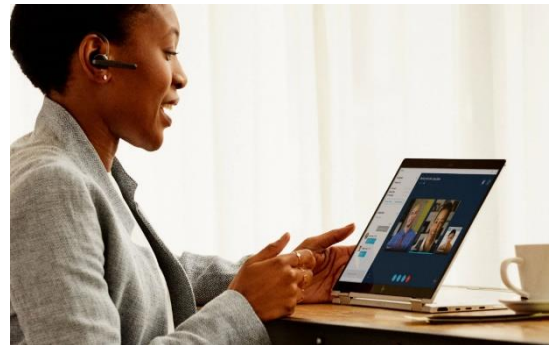
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3. Consultative Questioning Skills

Really, really understanding your prospect...

Here we look at call planning – using our memorable PPP tool, to make sure that every customer interaction moves the sale along. Then we build on this with skills in Pain-Gain questioning and Active Listening skills – whether face-to-face or via the telephone and video call, helping you to understand the clients' business, their buying processes, and key stakeholders.

Each step is practiced with relevant role plays that bring the content to life...



4. Competitive Selling

Influencing decision criteria and ensuring your solution is a perfect fit!

Understanding and influencing a prospect's decision criteria, is perhaps the most important mid-buying cycle sales skill – but many salespeople put forward quotes without really understanding how their proposals are going to be judged. This module provides the practical skills to make sure that when you pitch your solution, it lands perfectly – using Greenbank's Competitive Map, participants will use their real-life opportunities and walk away with a clear competitive plan.

5. WIN-Plan

Tools and techniques to consistently qualify and manage key opportunities

This module pulls together the learning so far and introduces the Greenbank WIN-Plan© - a powerful tool for ensuring salespeople ask themselves the right questions for each deal they are working on – answering the two main questions:

- Should we invest time in this opportunity?
- What do we need to focus on to improve our chances of success?

The WIN-Plan is a comprehensive tool that will both prompt salespeople as they progress a sale – and allow sales leaders to consistently review key opportunities and ensure the right actions are happening!

6. Email quotes and proposals that influence

Strategies and practical tactics for influencing others via email

In the current climate it's even more important to write compelling proposals that can be sent to senior influencers you may not have even met.

This module provides some simple techniques to do this – and participants will be able to get 1-1 feedback from the tutor on live proposals. From our experience, a few tweaks can turn round even sales that have already been lost!

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7. Personal Impact During Virtual Meetings

How to project both confidence and sincerity during a virtual sales call

In this module, we use the concepts in our popular personal impact face-to-face workshops and apply them to the telephone and video calls.

We look at ways to use voice, introductions, listening and body language to quickly forge strong rapport and credibility with clients.

8. Win-Win Negotiations (3 Modules)

A proven approach to successfully closing deals whilst maximising margins

These modules build on each other and develop real negotiation expertise, with a high degree of interaction and practice via role plays tailored to your business. Main topics across the modules are:

Module 1: Negotiation structure, preparation, and identification of deal variables

Module 2: How to negotiate from a position of strength, and anchoring the deal from start to finish

Module 3: Dealing with difficult buyer's tactics, overcoming objections and maintaining confidence under pressure.



About Greenbank

Greenbank are a global relationship-focused consultancy specialising in Driving Sales Growth, Leadership Development, and Personal Effectiveness.

Our Driving Sales Growth Practice includes 1-1 coaching as well as training programmes and we are now working with clients to deliver both coaching and training virtually. We also have over 30 years' experience of running 360-degree surveys and have developed our own industry-leading 360° platform, Navigator360° which we offer both for clients to use internally and to other training organisations.

If you would like to know more about our Virtual Programmes and Coaching then please [drop us a note](#) and we would be delighted to help!

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