

DEFEND

DEFEND is a 1-day workshop designed to equip sales consultants with the process and skills to differentiate and defend the value of their solution. The program is built on the foundation of first establishing a receptive audience and then equipping participants with the competencies to define and bridge the value gap.

	Objectives	Module Summary	Application/Tools
Ensuring Receptivity	Learn to establish the foundation of influence to ensure the highest level of receptivity	<ul style="list-style-type: none"> Learn to eliminate an adversarial environment by embracing the Tug of War principle and Dropping the Rope® Establish trust by embracing an Other-Centered® approach to selling Establish credibility by understanding the core elements of the decision-maker's whiteboard - role-specific challenges, key initiatives & objectives 	<p>Application</p> <ul style="list-style-type: none"> Movie clips: The King Speech & In Good Company The Coldplay case study <p>Tools</p> <ul style="list-style-type: none"> Self-assessment tool to reveal relational equity
Bridging the Value Gap	Equip participants with skills to ensure the decision-maker emotionally experiences the payoff of investing in your recommended solution	<ul style="list-style-type: none"> Determine the informal and formal payoff & decision-drivers to ensure a competitive advantage and quantify the value of your recommended solution Avoid "the trap" and regain the leadership position when the decision-maker requests a premature "pitch" or price proposal Utilize the most effective framework to demonstrate the value of your solution – Contrast+ Connect + Convince = Action Ensuring the decision-maker "Believes" by developing Other-Centered Benefits & identifying your competitive advantage Ensuring the decision-maker emotionally embraces the payoff of your solution by developing Word Pictures & unexpected insights Surfacing and isolating key concerns by Checking Your Six 	<p>Application</p> <ul style="list-style-type: none"> Lab I* –determine competitive advantage Selling the baseball exercise Lab II – positioning the solution <p>Tools</p> <ul style="list-style-type: none"> Sample Word Pictures Effective questions to discover barriers to commitment Value mapping tool SWOT analysis Total Cost of Ownership and ROI development frameworks
Negotiating Strategies	Learn to determine the most effective strategy & develop the skills to negotiating a win/win	<ul style="list-style-type: none"> Develop the most effective strategy by Identifying the three types of negotiation tactics and the why behind each tactic Learn to a simple process for addressing the customer's concerns and challenges that starts with telling the truth - L.E.A.D. to Why. Ensure receptivity by learning the Drop the Rope® approach to negotiation 	<p>Application</p> <ul style="list-style-type: none"> One-on-one role-plays <p>Tools</p> <ul style="list-style-type: none"> Five-step negotiation framework

*All labs are based on customized working case study