

# Elevate your Business Messaging Hands-on Workshop Package for SKOs

## Situation and solution

- Everyone wants their sales teams to have business issue and **value led conversations** with customers, but generic skills training often fails to deliver results.
- SKOs provide the ideal opportunity to get salespeople working together to take onboard new knowledge on your latest products and services.
- But how do you design and run hands-on style sessions to improve the way salespeople communicate with customers around a particular proposition?
- BPM offers **Elevate your Business Messaging** as a half day package to be dropped into your sales kick-off or run as separate workshop sessions.
- The package includes video interviews with your top performers to capture insights and messages that work with customers – for your specific products.
- BPM will produce tools to give salespeople easy access to these ideas and guidance to use in their own conversations with customers.
- Pre-work for salespeople, to ensure they hit the ground running in the session, is also included.

## Highlights

The Elevate your Business Messaging package includes:

- 1 Insights from your top sales performers captured on video
- 2 Hands on sessions that get salespeople working on insights and messages for real deals in their pipelines
- 3 Tools to equip salespeople with example insights and messages to adapt and use with customers
- 4 Coaching for facilitators\* in advance and built-in video host to ensure successful delivery

*\*BPM can also provide expert facilitators where required*



## BPMWorks™

- BPM provides expert services and a platform for capturing customer **insights** and developing **messaging to take product propositions to market**
- We build digital sales tools and learning programs to **ramp up salespeople quickly** to sell new propositions
- Our customers range from global technology and business information corporations to venture funded firms looking for **rapid growth**

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