

# Get salespeople hands-on and using your playbook within days

## Sales Playbook Activation

Sales Playbooks can be a key enabler as you ramp up sales of new propositions and onboard new starters.

**But to deliver value Playbooks have to get used!**

*“We loaded the Playbook up to the sales portal but nobody uses it”*

**How many really great sales playbooks get produced but not used?**

Competition for sales people's time and attention is fierce. They are action oriented and want to be calling customers and selling deals rather than reading a playbook.

To successfully launch a new sales playbook, you have to do more than load it to a portal and send round an email.

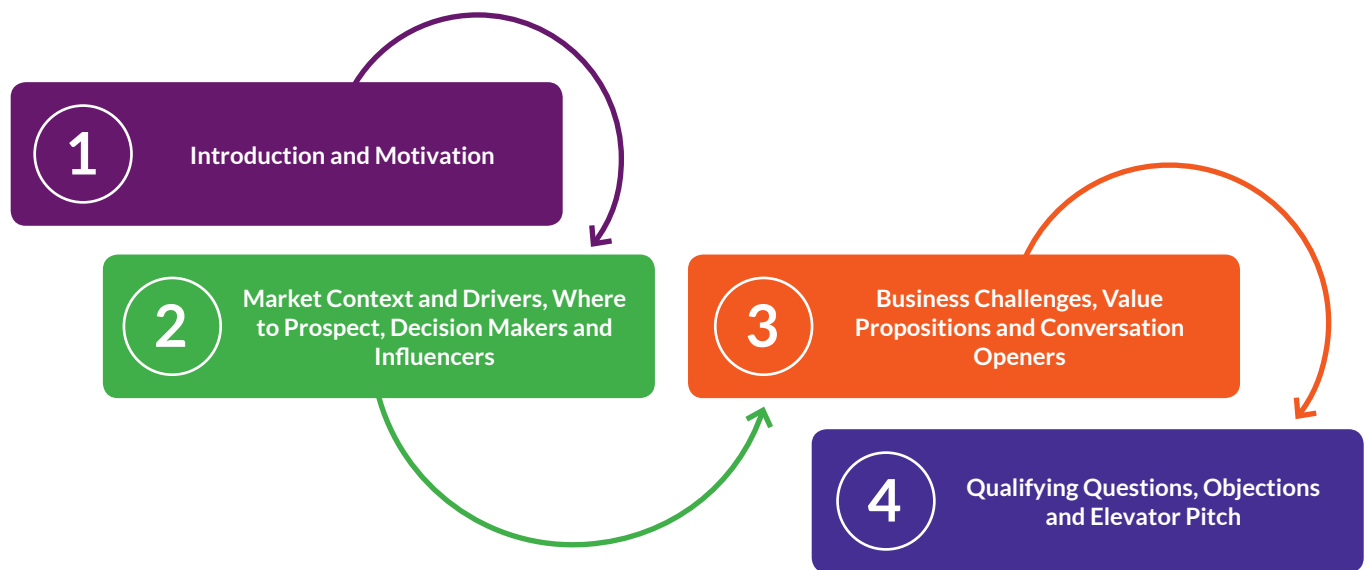


## Sales Playbook Activation Programs

At BPM we have a reputation for producing great sales playbooks. But equally important, we have a proven track record in supporting customers in rolling them out through proposition specific learning programs – so they get adopted and start adding value quickly.

Cost from: **\$10,000 USD**

Timescale: **3-4 Weeks**



## Learning Objectives

- Market context and drivers are understood
- Participants know which companies and customer stakeholders they should target
- Ideal customer profile is understood
- Participants get familiar with typical customer business challenges, the capabilities the company has to address each, and how this delivers value
- Participants recognise how these value propositions can connect to stakeholder KPIs and goals
- Participants learn an approach to devising and using effective conversation openers and qualifying questions
- Common objections customers raise are recognized
- Process for managing objections is understood and internalized
- Intent and structure of an elevator pitch is understood

## Performance Objectives

- Each participant has established an ideal customer profile for their territory or accounts
- Participants can identify the typical customer stakeholders
- Participants can qualify their chosen opportunities against the ideal customer profile
- Each participant is able to articulate their customers' business challenges and opportunities
- The group can link value propositions to the KPI's and goals of target stakeholders
- Participants are able to develop and ask effective qualifying questions
- They can apply this process and knowledge when dealing with objections
- They can develop and use an elevator pitch

## BPMWorks™

BPM provides a methodology and expert services for capturing customer insights and developing go-to-market messaging for B2B propositions.

We also create interactive sales playbooks, learning content and activation programs for sales enablement.

Customers include ICE Data Services, LexisNexis, Reed Business Information, LSEG Refinitiv, Intertrust, Lumen and Zellis.

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## Delivery Options

	Session	Classroom*	Video Conference*
Part One	<b>Introduction and Motivation</b> <ul style="list-style-type: none"> <li>Objectives, overview and 'What's in it for me?'</li> <li>Group discussion – what it takes to sell this proposition</li> </ul>	10.00 am	<b>Call One</b> 60 minutes
	<b>Market Context and Drivers, Where to Prospect, Decision Makers and Influencers</b> <ul style="list-style-type: none"> <li>Learning – market drivers, customer scenarios, target personas, etc.</li> <li>Team and individual exercises</li> </ul>	11.00 am	<b>Call Two</b> 120 minutes
	Break	1.00 pm	
	<b>Work on Accounts:</b> Identify the real KPIs and goals for customer stakeholders.	1.30 pm	Offline work
	<b>Business Challenges, Value Propositions and Conversation Openers</b> <ul style="list-style-type: none"> <li>Learning – typical customer opportunities and challenges, connecting with capabilities and value, conversation openers, etc.</li> <li>Team and individual exercises</li> </ul>	2.00 pm	<b>Call Three</b> 120 minutes
	End	4.00 pm	
Part Two	<b>Customer Conversations:</b> Test conversation openers through calls with selected opportunities.	Homework	Offline work
	<b>Qualifying Questions, Objections and Elevator Pitch</b> <ul style="list-style-type: none"> <li>Learning – qualifying questions, handling objections, pitches</li> <li>Team and individual exercises</li> </ul>	11.00 am	<b>Call Four</b> 120 minutes
	Break	1.00 pm	
	<b>Role Plays:</b> Practice exploratory conversations (facilitated by sales managers).	2.00 pm	<b>Calls with Managers</b>
	End	4.00 pm	
	<b>Customer Conversations:</b> Use elevator pitches with selected opportunities.	Homework	Offline work

\*Classroom and video conference sessions facilitated by expert trainers from BPM