

## Tech Sector Focused Workshop Listing

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• Executive Management	
• Sales	
• Customer Service	
• Operations and Back Office	

## WORKSHOP DETAILS:

### Managing the Potential IT Sale – Complex Opportunity Blueprint to Shorten the Cycle

Audience	Experienced account managers or business owners working a complex business opportunity
Objective	Learn and use tools and blueprint to shorten sales cycle
Description	<i>Excellent</i> tools, easy to use methodology. This is 'graduate school' for experienced sales staff. Participants required to bring a business opportunity with them to work in stages and in groups. Course advances through seven parts, with groups working on their business plans as they go. Stages include initial evaluation of facts, setting a strategy, analyzing key players, defining relationship, formulating a full plan, testing and evaluating (as one whole group) and final implementation. (Duration 2 – 2 1/2 days)

### Selling IT Services – Classic Mistakes and How to Fix Them

Audience	Sales, account managers, consultants; selling business services
Objective	Gain skills in making the shift to an intangible sale of a (often customized) solution
Description	Modules covered: Language, dialogue, investigative methodologies, business value vs. product description, engaging the customer, setting the forum and the venue for deeper-wider information sharing

### Selling to Executives - A Tough Job and Well Worth It

Audience	Experienced sales staff working with large opportunities and selling services
Objective	Understand criticality of starting at high levels and the fatalities of getting 'stuck' with a proposal too low in the pecking order. Learn the reasons, the tools and the power of accessing high level executive attention
Description	Modules covered: Perceived value at the executive level, effective research, all forms of contact (e-mail, letters, meeting in public, voicemail), gatekeeper tips, timing, structuring a meeting to maximum impact, tactics for access when referred downwards, and keeping an executive involved

### Expanding IT Service Contracts to Get Out of the 'Short Project Syndrome'

Audience	Experienced account managers or business owners working a complex business opportunity
Objective	Change 'one dimensional thinking' about how to help customers with 'project-in-project-out' mentality, and expand thinking about more comprehensive, enterprise wide solutions to their business challenges, to grow business, expand customer loyalty and retention.
Description	Participants required to bring a business opportunity with them to work in stages and in groups. With instructor led guidance, participants will brainstorm together for expanded ideas about existing short projects. (Duration 3 hrs. – 1/2 day)

### Chase the Contracts You Can Win, And How to Know the Difference

Audience	Anyone who sells
Objective	Gain quick measures and skills for evaluating potential in an opportunity
Description	Learn the simple basics of judging a situation and having the strength to stick to them, without wasting time; how to leverage a current 'bad potential' opportunity

### Client Development Skills for Non-Sales Technical Teams (Programmers, Customer Support, etc.)

Audience	Inside support, technical support, programmers, customer service, project managers , or <i>any non-sales customer contact groups</i>
Objective	Upselling, project expansion and customer retention skills
Description	Learn to look for new business leads, gather critical client profile information, use more effective listening skills, deepen relationships for trust, use more effective tactics for meetings and calls, manage clients for accountability to meet critical deadlines, set limits and handle problems and conflicts

### Account Management – Heading Off Failure

Audience	Beginner to experienced sales staff, account managers or executives (customized accordingly).
Objective	Gain insight for <i>proactive, continual skills</i> for heading off trouble spots with customers long before they occur during complex service deployments
Description	Participants required to bring several account examples to workshop. Working in groups after each module is introduced, assessments, brainstorming and proactive-preventive measures will be mapped out. Modules included: contract weaknesses and failures, scope creep, due diligence, proactive communication and 'training' the customer, assessing weakness in the 'customer chain', sales and back office cooperative process, building in an open forum with customers

### Keeping the Clients You Worked So Hard To Win – Customer Retention First Aid

Audience	Major account managers, customer service people, any and all support staff with customer exposure
Objective	Learn standards of excellence in service delivery, relationship building, communications
Description	Modules include contract discussion, service deployment snags, customer participation problems, how bonds of long term deeper relationship serve as major insurance policy for crisis, challenges, extraordinary circumstances, and setting a standard of expectations for customer communications

### Trials and Pitfalls of Consultative Selling

Audience	Consultants, either independent or within a corporation
Objective	Skills in distilling effort to save time and money in lengthy sales cycles
Description	Condensing efforts; drilling down to specifics; how to recognize legitimate business, and <i>when</i> to walk away, how not avoid giving away free services that should be billable

### Why We Leave So Much Business on the Table at the Customer's Office – and Where To Find It

Audience	Anyone who sells
Objective	<i>Specific</i> , skills in questioning and listening
Description	Covers a small handful of bedrock, reliable methods for getting not only specifics, but all the hidden, uncovered information no one ever bothers to look for (duration 2 hours)

### Tech Sector Presentations That Make a Difference – Make it Mean Something

Audience	Business Development, Account Management, Sales, Non-Profit Development
Objective	Gain skills to 'become real', hone in on the heart of the matter, and move things <i>forward</i>
Description	Depending upon level of experience course can stretch from ½ to 3 days covering: learning to discriminate between what an audience <i>can read on their own</i> (they are adults!), and presenting material that <i>really will impact a willingness to act</i> , customizing according to purpose; setting purpose; setting up a commitment; media choice and combinations; optional tools (optional videotaping & playback)

### Essentials of Good Business Writing – Quadruple Your Chances for Getting a Response

Audience	Executives, sales staff, managers, and all staff required to do extensive business communication in writing.
Objective	Improve writing for clean, clear, reader-friendly pieces that <i>will be read</i> and achieve the author's desired objective to properly inform or put out a call to action
Description	Participants will work with short written exercises. Tools and tips will be introduced to help with syntax, spelling and thought organization. Use of essential building blocks of <i>what, why, when, where and how</i> for complete thought composition. Creative ways to make a message compelling, and how to engage the reader.

### Essentials of Good Proposal Writing – What Counts and What They'll really Read

Audience	Those who write proposals
Objective	Learn clean, clear rules for best outcome
Description	Covering purpose, research, writing skills, rules of 'proposal etiquette', writing <i>for those who will actually read the proposal</i> , the importance of the executive summary

### Managing Scope Creep & 'Contract Distortion' – Tips and Tools for Solid Management

Audience	Experienced sales staff, all customer support staff
Objective	Learn positive, proactive tactics for managing expectations, deployment and support
Description	Key focus is on proactive planning, proactive vigilance, accountability standards, and positive customer retention tactics

### Accountability – Creating a Proud Company Culture

Audience	Executives, managers
Objective	Learn to be accountable <i>to make your people accountable for best practices</i> and how to follow through on delegation
Description	Covers how to exact a culture that works for you, works for the customer, and works for all departments, and distinct steps that get you there

### Customer Service – New and Critical Skills for Customer Retention

Audience	Back office, customer support, customer service people
Objective	Learn new skills in working not only with customers, but internal organization
Description	Whole new way of thinking about how to deliver services, using your very own creativity, intuition and brain! Learn to think more independently, as opposed to relying on management for every decision. Depending on customized workshop length and time, communications essentials are included, as they affect customer relations and quality of service. Focus on best practices.

### Negotiations – Simple, Logical, Doable Steps That Anyone Can Follow

Audience	Sales, managers, business owners
Objective	Skills to narrow down an otherwise daunting and nebulous subject of negotiating
Description	Follows a distinct, easy to comprehend, logical set of guidelines to include planning and <i>sticking to the walk-away point</i> ; uncovers where 95% of people go wrong; <i>emphasis on best outcome for all parties</i>

### Small Step Goal Setting – How It Can Accelerate Business Overnight

Audience	Women (for particular reasons), small business owners, consultants
Objective	Gain quick tools for accomplishing twice as much in business development
Description	Workshop covers enormous impact of setting 'micro goals', to customer interactions and everyday business practices and how to double business results

### First Aid for 'Forgotten' Communication Skills – Why We Shouldn't Blow It Off (Voicemail, e-mail, phone, face-to-face both formal & informal)

Audience	Anyone who recognizes how poor communication can cost business losses of customers, time and money
Objective	Assess and repair skills in critical essentials of live, phone, email communication
Description	Module includes all forms of communication, how critically they impact every day to day interaction with customers and teams within an organization, and simple steps to repair lost skills

**CUSTOMER TOUCH POINT ACCOUNTABILITY SERIES**  
*Tactics for Every Group or Department that Touches the Customer*

- Management Accountability
- Sales Accountability
- Customer Service Accountability
- Operations and Back Office Support Accountability

<b>SYNOPSIS</b>	
General Audience	All departments that 'touch' customers – management, sales, support, customer service, etc.
Overall Objective	Strengthen <i>every link in the 'customer chain'</i> , strengthen customer retention
General Description	Skill building workshops aimed to <i>heighten efficiency, slash hidden expenses, build pride, raise standard of excellence, enhance individual staff creativity in problem solving, save time, sharpen and raise client satisfaction levels</i>

<b>Customer Accountability</b>	
Audience	Company heads, business owners, account managers, sales
Description	Focus on the high cost of not managing clients. Modules include background about inefficiencies, frustration and financial waste; setting expectations, 'training' clients to enable excellent service delivery on your part, communications standards, follow up and ongoing account status check
<b>Management Accountability</b>	
Audience	Company heads, Executives, small business owners
Description	Modules cover background and high cost of inconsistencies and losing control of procedure and standards; the nature of consequences and setting the concept up in a positive way; creating a culture of accountability, and easy ways to delegate and follow up
<b>Customer Service Accountability</b>	
Audience	Customer Service Reps
Description	Module includes proactive and creative problem solving without involving management, fostering a relationship with sales, learning cooperative teamwork with other departments, communications essentials, customer management expectations
<b>Sales Accountability</b>	
Audience	Sales, account managers, sales management
Description	Modules include management vs. delegation, teamwork with back office support staff and customer service, proposals & contract expectation setting, and proposal promises
<b>Operations and Back Office Support Accountability</b>	
Audience	Any other support people with customer contact such as programmers, technical people, etc.
Description	Modules include communications essentials, relationship building, dialogue with customers to open communication, how to share information with the home office and sales, and working with customer service and sales