

# SOS™ (Sales Opportunity Snapshot) Workshop

## Opportunity Management Made Easy

SOS (Sales Opportunity Snapshot) is the next-generation in opportunity management for enterprise sales organizations. It provides a structured, scalable process for qualifying, planning and winning strategic sales opportunities where competitors are strong and customer buying protocols are influenced by formal and informal decision criteria.

### Who Should Attend

Sales representatives, sales managers, and business development professionals who face long sales cycles, tough competition and multiple people in the buying process.

### What You Will Learn

In just one intensive day, your team will analyze and improve significant deals in the pipeline, and learn to:

- **Qualify the Sales Opportunity** using a Snapshot assessment of the nine key criteria that determine if you should pursue or disengage from any deal.
- **Align with the Political Landscape** using the groundbreaking Influence Map to examine formal and informal power and find the relevant executives who affect the buying decision.
- **Establish a Competitive Sales Strategy** by examining your relative strengths, weaknesses and positioning compared to competitors, and plotting which of three sales strategies will accelerate your sales velocity.
- **Develop a Value Proposition** to align with the business and political dimensions of the buying process in a way that creates new value for the client.
- **Plan the Next Steps** using decision points from each of the previous modules to drive actions towards the next iterative Snapshot assessment.

### How You Will Benefit

You and your sales team will learn a common language to coordinate the group selling effort. This will help your extended team to:

- Qualify in or out of deals quickly
- Coordinate the sales strategy across departments
- Improve forecast accuracy
- Win more profitable business
- Ramp up new employees faster

## Workshop Bonus: SOS Application

Included in the cost of the SOS Workshop is the **SOS** companion application **Software Tool**, which can be used as a stand-alone tool. It extends and reinforces the workshop learning by giving your sales force an intuitive, easy-to-use interface that tracks all key data points and progress made throughout the sales opportunity cycle..



SOS Snapshot



SOS Influence Map



SOS Action Planning

## Improve Sales in a Snap!

To learn more about how the SOS Workshop and the **SOS Companion Software Tool** can benefit you and your sales team, Contact Us today!