



Solutions Workshop

WHO IS IT FOR?

Companies that are selling products or services and want to move to selling solutions, and companies that have tried to sell solutions but reverted to selling products and services.

WHY SHOULD YOU BE INTERESTED IN THIS PROGRAM?

Leading companies have recognised that selling solutions rather than individual products has multiple benefits. These include increasing the value of your offering, allowing you to sell higher, to individuals who have more spending authority, increasing the proportion of the customers spend available to you, defending margins, and differentiating your offer.

Many companies see a solution approach as being key to competing effectively but find it difficult to develop solutions and enable the salesforce to sell them, often reverting to the comfort zone of selling individual products or product and service bundles. There is no consistency as to what is meant by a solution, how it is created, and how it is sold.

WHAT IS THE PROPOSITION?

An intensive one-day workshop for salespeople, commercial managers, and product managers that puts solutions into a business context and helps the team start to define and develop a solutions portfolio. The workshop covers:

- Why solutions are important from both a customer's and vendor's perspective
- The role of solutions in developing more valuable customer relationships
- What is and what is not a solution
- Solutions terminology and attributes
- Solution identification process
- Solution documentation

The workshop is fully interactive; developing skills in solution development as well as identifying the key solutions.

HOW DOES IT FIT WITH EXISTING SALES AND MARKETING PROGRAMS?

The solutions workshop can stand alone, or it can be used as a precursor to the Sales Enablement Program. Used prior to the development of a marketing campaign it ensures that there is a distinctive proposition and clear messaging.

WHAT ARE THE BENEFITS?

Ultimately, increased sales. You will be able to develop and sell clearly defined solutions that play to your strengths. Additional benefits include:

- Reduced solution development timescales
- Greater margins
- Improved teamwork
- Improved marketing effectiveness