

ROLE	SKILLS ADDRESSED
MANAGEMENT	<ul style="list-style-type: none">• Coaching performance• Mentoring for performance improvement• Transitioning from sales to management• Effective coaching sessions• Assessing skills of your team
SALES	<ul style="list-style-type: none">• Account/client strategy• Sales strategy development• Opportunity strategy• Personal sales effectiveness• Selling professional services• Presentation skills• Discovery techniques• Handling objections• Setting and uncovering competitive traps• Competitive positioning• Call planning• Customer collaboration
PRE-SALES	<ul style="list-style-type: none">• Demonstration techniques• Uncovering customer issues• Aligning presentations and demonstrations with client needs• Understanding how organizations work• Conducting productive discovery sessions• Developing and using high yield questions• Handling objections• Setting and uncovering competitive traps• Competitive positioning• Improving presentation skills• Aligning with strategic sales messages

**BUSINESS
DEVELOPMENT**

- Improving listening skills
- More effective call preparation
- Understanding and using high yield questions
- Uncovering prospect pains and issues
- Understanding prospect's visions and needs
- Call planning
- Conducting productive calls
- Giving peer to peer feedback
- Understanding and articulating business benefits to prospects
- Managing gatekeepers
- Handling objections

CHANNELS

- Portfolio planning
 - Assessing partners
 - Understanding partner business goals, issues and needs
 - Business planning
 - Building and maintaining strong partner relationships
 - Communicating effectively with partners
 - Sales and marketing with partners
 - Creating effective campaigns
 - Analyzing sales funnels
 - Co-selling
 - Coaching partners
 - Reviewing pipelines
 - Conducting business reviews
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