

## TRANSFORM Working Capital Sales Acceleration Workshop Agenda

- 09.00 - 9.45 AM** **T**argeting clients better. Smartly identify the ideal target clients including determination of what events generate a demand for your service.
- 09.45 - 11.00 AM** **R**esearching clients more efficiently. Using working capital analysis to identify opportunities. Plan the best ways to research and reach your target clients.
- 11.00 - 11.15 AM** *Break*
- 11.15 - 12.00 Noon** **A**pproaching clients with value and insights. Training on a proven method to approach clients where they see you as delivering value not selling.
- 12.00 - 12.45 PM** **N**eeds analysing effectively. Uncovering working capital gaps & problems to sell efficiently. Deployment of practical tools and four level questioning approach to better understand the client's real needs.
- 12.45 - 1.15 PM** **S**ummarising client requirements. Implementation of an additional stage in your sales process to lift your current proposal conversion rates.
- 1.15 - 2.00 PM** *Lunch Break*
- 2.00 - 2.45 PM** **F**inalising a compelling pitch. Finalising a compelling pitch that differentiates your business from the competition. Includes three steps for a killer presentation.
- 2.45 - 3.15 PM** **O**btaining a yes & negotiation techniques. Three key negotiation steps to close more business and obtain the win more frequently.
- 3.15 - 3.45 PM** **R**ealise revenues through smart implementation. Learn strategies to a more efficient implementation resulting in faster revenue realisation.
- 3.45 - 4.15 PM** **M**anaging existing business for growth and expansion. Obtain tools to manage existing business in innovative new ways that generates portfolio growth and referral business.
- 4.15 - 4.30 PM** *Afternoon Break*
- 4.30 - 6.00 PM** Live brainstorm/advanced Q&A.

**Close**