

CAPTURE TEAM



DESCRIPTION

Capture Team is a team coaching and facilitation program designed to build on a company's sales successes and the lessons learned from losses to increase win rates on new business opportunities.

The program covers the entire process of winning a major sale, from market analysis through offer and negotiation. An actual major sale opportunity is used in the program to develop participants' competencies in winning business and increasing customer share.

KEY TOPICS

- Understanding the customer's organization and buying process
- Identifying and prioritizing customer's key buying criteria and influences
- Quantifying customer requirements
- Prioritizing customer needs
- Competitive analysis and positioning
- Developing and executing winning pricing strategies
- Capture strategies, tactics and actions
- Building a Winning Capture Team

METHODS AND TOOLS

- Pre-program industry and customer research and data gathering
- Facilitated development of Capture Team strategies, tactics and action plans
- Analysis of prior wins and losses
- Best practices, internal and external
- Capture Team planning documents

OUTCOMES, Participants will:

- Achieve a common approach and process for winning new business
- Improve marketing and selling skills while building teams to win new business

PARTICIPANTS

- Strategic Account Managers, Marketing Managers and account team members

PROGRAM LENGTH

- 2 days, plus pre-workshop research and data gathering and follow up implementation of Capture Plans