

IT ENTERPRISE SALES DEVELOPMENT

FULL DAY PROGRAMS

Managing Complex Sales Opportunities

Develop practical strategies for qualifying opportunities, managing lengthy sales cycles, maintaining momentum and increasing win rates.

Executive Engagement & Influence

Build credibility with senior decision makers, uncover strategic priorities and position solutions around business outcomes rather than products.

Leading Cross Functional Teams

Coordinate technical, commercial and leadership resources to create aligned teams throughout the sales process.

Commercial Negotiation

Negotiate confidently in complex commercial environments while protecting value and strengthening long term client relationships.

Enterprise Sales Briefings (45 minutes - 2 hours)

- Preventing Sales Opportunities From Stalling
- Creating Credibility With Senior Decision Makers
- Managing Complex Buying Groups
- Executive Conversations That Create Commercial Value
- Leading Internal Sales Teams Effectively

INDIVIDUAL & TEAM COACHING

Coaching can be provided for individual Relationship Managers or for the wider team.

Addressing topics such as account strategy, stakeholder engagement, executive conversations, presenting, influencing, and internal alignment throughout the sales cycle.

Success in Enterprise sales depends on navigating complex buying processes, building credibility with senior decision makers, managing multiple stakeholders and aligning internal resources around the opportunity.

Relationship Managers need to identify and understand business priorities, engage at executive level, form aligned teams and maintain momentum throughout lengthy sales cycles.

TRANSFORM's enterprise sales programs focus on the strategies and behaviours that help improve win rates, strengthen client relationships and deliver sustainable revenue growth.

Singapore based since 2008, TRANSFORM has worked with more than 100 major organisations across 33 countries.

CONTACT

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