

Key Account Management & Portfolio Growth

- **1. The Business Imperative (The "Why"):** In an increasingly competitive commercial landscape, protecting and expanding high-value accounts requires shifting from transactional sales to strategic partnership. This intensive action workshop addresses the critical challenge of eroding account margins, fragmented client communication, and missed organic growth opportunities across your existing business portfolio.
- **2. Target Audience:** Designed specifically for Account Directors, Relationship Managers, and Enterprise Business Partners tasked with managing large contracts, navigating complex stakeholder hierarchies, and maximizing revenue return from business-critical client portfolios.
- **3. Core Pillars (The "What"):** Delegates will master the fundamental architectures of advanced client alignment, including:
 - **The Partnership Staircase:** Transitioning your status from a standard vendor to an indispensable Strategic Business Partner. How "AI first" is the norm.
 - **The Power Base Matrix:** Mapping internal client structures to identify, engage, and influence Buyers, Users, and core Principals.
 - **Cultural Alignment:** Adapting account strategy to match varying corporate dynamics (Power, Role, Task, and People cultures).
 - **Objective Perceptual Conflict Management:** Utilizing the *3 Perspectives Technique* to remove emotion from account friction and protect critical revenue streams.
- **4. Delivery Architecture (The "How"):** This is a highly interactive, practical action workshop driven by live account diagnosis. Rather than passive lecturing, the program utilizes intensive group brainstorming forums, real-world case studies, and hands-on tool applications where delegates actively "road-test" best practice methodologies against their actual current client base.
- **5. Measurable Outcomes (The ROI):** Participants leave the session not just with theoretical knowledge, but with an immediately deployable **Key Account Toolkit**. Every delegate will exit with a fully completed tactical account roadmap designed to activate immediate defensive or offensive growth strategies, maximize portfolio revenue, and systematically lock out competitors with AI at every sales stage.

Winning Presentations: Impact, Structure & Conversion

- **1. The Business Imperative (The "Why"):** A presentation shouldn't just inform—it must convert. In high-stakes enterprise sales, brilliant solutions are frequently lost to flat delivery, dry data dumping, or weak structural hooks. This program addresses the critical gap between technical expertise and commercial persuasion, turning standard pitches into compelling, business-winning events.
- **2. Target Audience:** Engineered for Bid Leaders, Sales Professionals, and Consultants who present to senior decision-makers, cross-functional committees, and C-suite executives where winning the business hinges on immediate impact.
- **3. Core Pillars (The "What"):** Delegates will master the psychology and architecture of high-conversion presenting:
 - **The Presenter State & Belief Model:** Accessing a high-impact physical state, mastering the *Feedback Loop*, and controlling the room through posture, breath, and mindset.
 - **The 3 Vs of Communication:** Fine-tuning *Vocal* dynamics, *Verbal* brevity, and *Visual* gestures to maximize personal authority.
 - **Architectural Hooking:** Designing an effective structure that dumps dry company histories, grabs attention instantly, and answers the client's vital **WIIFM** (*What's In It For Me*) promise immediately.
 - **Strategic Proofing:** Seamlessly weaving in visual aids, case studies, and statistics to validate key messages without creating slide fatigue, and the benefits of AI.
- **4. Delivery Architecture (The "How"):** This is an intensive, live-coaching action workshop. Rather than listening to passive lectures, delegates engage in rapid-fire delivery exercises, real-time feedback loops, and structural breakdown drills designed to hone existing skills and instantly project a sharp, professional market image.
- **5. Measurable Outcomes (The ROI):** Participants leave with an exact, repeatable framework to build and execute memorable, compelling presentations. They will possess the sharp "extra edge" required to command the attention of a room, seamlessly counter client scepticism with visual proof, close the loop on next steps, and systematically win more business using AI

Advanced Sales Negotiation & Margin Protection

- **1. The Business Imperative (The "Why"):** Negotiation is far more than standard buying and selling; it is the strategic process of driving movement from an initial position to secure a voluntary agreement that explicitly improves your commercial stance. When account teams lack structured negotiation skills, they default to premature discounting, surrender valuable terms, and damage critical client relationships. This workshop empowers teams to resolve complex conflicting interests while robustly defending profitability.
- **2. Target Audience:** Developed for Senior Sales Executives, Commercial Managers, and Procurement-Facing Professionals who negotiate high-value corporate contracts, complex service level agreements (SLAs), and critical client renewals.
- **3. Core Pillars (The "What"):** Delegates will master a rigorous, professional blueprint for managing the negotiation lifecycle:
 - **Strategic Position Mapping:** Defining the clear boundaries of a deal—establishing a credible *Initial Stance*, protecting the *Bargaining Area*, and strictly enforcing the absolute *Walk-Away* threshold.
 - **Concession & Variable Trading:** Mastering the golden rules of trading variables—maximizing the cost and perceived value of your concessions while trading them with extreme reluctance.
 - **Collaborative Win/Win Architecture:** Moving away from purely adversarial tactics to secure high-value, mutually beneficial outcomes that maximize long-term account loyalty.
 - **Controlling the Commercial Narrative:** Transitioning from the diagnostic phase to taking absolute control of the bargaining floor using powerful verbal agendas and clear boundary setting.
- **4. Delivery Architecture (The "How"):** This is a high-intensity, live action workshop focused on practical execution. Moving beyond dry theory, delegates are immersed in real-world simulation drills, collaborative brainstorming forums, and pressure-tested exercises. Participants actively "road-test" their newly developed planning techniques against their actual, live client scenarios to see immediate behavioural changes.
- **5. Measurable Outcomes (The ROI):** Participants exit this program equipped with a comprehensive, immediately deployable **Negotiation Planner using AI first and learning to look**. They will leave with the capability to confidently counter aggressive buyer ploys, strategically trade low-cost/high-value variables, maintain complete control of the commercial timeline, and consistently secure agreements that optimize corporate revenue.

Advanced Sales Leadership: Strategy, Performance & Coaching

- **1. The Business Imperative (The "Why"):** High-performing commercial teams do not happen by accident; they require leaders who can step away from daily micro-issues to drive overarching strategy. When management defaults to rigid, one-size-fits-all "push" styles (telling and instructing), it breeds dependency, stalls talent development, and leads to defensive revenue loss. This program tackles these execution gaps head-on, empowering leaders to master situational execution, drive accountability, and replace flat feedback with structured coaching frameworks that directly impact the bottom line.
- **2. Target Audience:** Engineered for Sales Directors, Regional Managers, and Commercial Leaders looking to transition from tactical managers to strategic visionaries who can maximize the revenue return of their entire team portfolio.
- **3. Core Pillars (The "What"):** Delegates will master a comprehensive framework for managing performance and developing capability:
 - **The Situational Leadership Framework:** Diagnosing team member "readiness" (Skill vs. Will) and seamlessly flexing across 4 core styles: *Directing*, *Guiding*, *Supporting*, and *Delegating*.
 - **The Delegation Journey:** Applying a strict 6-stage roadmap to safely offload tasks, define clear limits of authority, and establish monitoring checkpoints without losing accountability.
 - **The ToGROW Coaching Architecture with sales coaching clock tool:** A bulletproof conversational roadmap for structuring coaching sessions by nailing the *Topic*, establishing the *Goal*, analyzing *Reality*, exploring *Options*, and securing the *Wrap-up*.
 - **Commercial Culture & Performance Metrics:** Mapping customer organizational cultures (*Power*, *Role*, *Task*, *People*) while utilizing the *BOOST* and *AID* feedback models to constructively manage individual KPIs and behavior patterns.
- **4. Delivery Architecture (The "How"):** This is an intensive, diagnostic-driven action workshop built entirely on practical application. Participants will complete a comprehensive *Situational Leadership Questionnaire* to map out their personal style profile. Through live personal case studies, practical feedback drills, and real-world simulation forums, leaders actively practice "road-testing" these frameworks against their current team structures for immediate operational impact.
- **5. Measurable Outcomes (The ROI):** Leaders exit the session with a completed **Strategic Leadership & Coaching Playbook** alongside a tailored Personal Development Plan. They will possess the exact tools required to confidently delegate tasks to free up strategic time, conduct high-impact performance reviews, turn low-performers around, and build a self-sufficient, high-performing team culture that consistently protects and grows corporate revenue.

Consultative Selling & High-Value Client Engagement

- **1. The Business Imperative (The "Why"):** In complex enterprise sales, relying on traditional "push" pitches fails to convert sophisticated buyers and leads to commoditization, high resistance, and lost margins. To win long-term, high-value contracts, account teams must transition from transactional vendors to trusted consultative partners. This workshop addresses the critical gap where sales teams over-invest time in low-return, purely "empathetic" relationships or stall deals by failing to establish mutual commitment and commercial control throughout the client buying journey.
- **2. Target Audience:** Engineered for Enterprise Account Managers, Business Development Directors, and Technical Consultants navigating complex, long-cycle decision-making processes across highly specialized corporate environments.
- **3. Core Pillars (The "What"):** Delegates will master a rigorous, client-centric framework for proactive business development:
 - **The Pull Architecture vs. Push Pitching:** Shifting from standard product-dumping to a diagnostic "pull" approach designed for complex decision-making and sustainable client relationships.
 - **The Consultative Grid & Engagement Control:** Mastering the Quadrant 2 *Consultative Style*—deepening client relationship equity while simultaneously driving concrete, mutual commitments to move opportunities forward.
 - **The Client Buying Process Alignment:** Mapping proactive sales activity to mirror the exact stages of the client's internal buying journey.
 - **Need Creation & Diagnostic Questioning:** Utilizing advanced, targeted questioning techniques to reveal hidden friction points and strategically influence and shape client requirements.
 - **Commercial Pitching & Overcoming Resistance:** Structuring a benefits-driven sales pitch, adapting delivery to diverse personality and behavioral styles, and systematically neutralizing price objections and stalls.
- **4. Delivery Architecture (The "How"):** This is an intensive, live-coaching action workshop driven by practical, real-world application. Rather than listening to passive theory, delegates are immersed in competitive pitching simulation drills, interactive questioning diagnostics, and live handling of resistance. Participants actively "road-test" these frameworks against their actual live pipelines and client portfolios to ensure immediate behavior shifts.
- **5. Measurable Outcomes (The ROI):** Participants exit this program equipped with an immediately deployable **Consultative Framework**. Every delegate leaves with the capability to confidently bypass standard price resistance, accelerate deal velocity by maintaining project control, pitch a high-impact, benefits-driven solution, and systematically close business opportunities while protecting profit margin,

- **High-Velocity Inside Sales: Prospecting, Vocal Authority & Closing**

- **1. The Business Imperative (The "Why"):** Telephone prospecting remains one of the most vital yet universally avoided commercial skills. Without a structured approach, inside sales teams fall victim to call reluctance, drop momentum at the gatekeeper, or leak potential pipeline by leaving passive, unreturned voicemails. This intensive workshop addresses internal call anxiety and external barriers head-on, giving professionals the tools to control the phone, project massive vocal authority, and turn cold or warm dials into qualified commercial commitments.
- **2. Target Audience:** Engineered for Inside Sales Representatives, Account Executives, and Business Development Managers who rely on the telephone to penetrate new accounts, bypass gatekeepers, and secure high-value discovery meetings.
- **3. Core Pillars (The "What"):** Delegates will master a rigorous, 5-stage outbound call architecture designed to drive engagement:
 - **The Call Structure & Set-Up with AI:** Implementing a seamless workflow from mental state management to strategic call preparation, including setting distinct *Ideal* and *Settle-For* call objectives.
 - **Gatekeeper Saturation & Data Cleansing:** Deploying advanced navigation techniques—such as the *2 Easy/1 Hard Question* drill and the *Assumptive Thank-You*—to transform gatekeepers into internal allies.
 - **The Hook & Attention-Seeking Opening:** Engineering impactful openings utilizing an active *Turn-On Phrase* (TOP) to target buyer motivations alongside a *Take-Away Phrase* (TAP) to neutralize defensive friction.
 - **Cause, Effect & Pay-Off Funneling:** Moving beyond standard probing to execute advanced *TED* questions (*Tell me, Explain, Describe*) that transform vague operational issues into acute, compelling reasons to act.
 - **Objection Inoculation & Closing:** Applying the *EMC* (Empathise, Message, Close) and *CLEAR* frameworks to isolate true objections, inoculate against future resistance, and seal explicit commitments using alternative or assumptive closes.
- **4. Delivery Architecture (The "How"):** This is a high-intensity, live action workshop focused on immediate execution. Moving past dry theory, delegates analyze their own vocal communication patterns—mastering the vocal attributes that dictate phone perception. Participants are immersed in live simulation drills, gatekeeper roleplays, and a 4-step *Curiosity-Driven Voicemail* laboratory to practice real-time strategic execution.
- **5. Measurable Outcomes (The ROI):** Participants exit this program equipped with an immediately deployable **Telephone Prospecting Playbook** and a personalized voicemail strategy. Every delegate leaves with the skill to confidently command a telephone conversation, bypass sophisticated gatekeepers, turn cold resistance into commercial interest, and systematically book high-conversion corporate appointments while maintaining absolute parity with the buyer.