

# Workshop: Becoming Business Relevant

## WHAT'S IN IT FOR ME

### Gets you a seat at your client's table

Business relevance starts with understanding what is important to your clients and leveraging that knowledge to help make a positive impact on their strategic decision-making. In this workshop, you will develop, hone, and demonstrate the level of thought leadership that will get you in the door, win you a seat at the table, and keep you there. NewLeaf will teach you highly effective techniques that will bring clear-cut value and true business relevance to each client interaction. You will learn to frame discussions around clients' key business drivers and priorities, understand their key issues, and map your products and services to your clients' priorities.

### Sets the stage for higher-level engagements

When you complete this workshop, you will have a clear understanding of the valid business challenges and top-of-mind issues that affect your client. You will know how (and when) to align your client's complex business problems with your solutions. You will learn to build a results-focused business case that will help you communicate confidently and gain buy-in for your solutions from client business executives.

## WHAT YOU WILL LEARN

Becoming business relevant means that you must bring *real* value to every client interaction by first becoming deeply knowledgeable about their industry and their business model. You will learn to articulate that information to demonstrate that you have an in-depth understanding of their industry trends, business environment and challenges and how they can be successfully and economically addressed with your solutions. You will leave the workshop with a solid set of relevant business issues your client is facing, a set of solutions aligned to those issues; a results-focused business case, and a plan for the best way to articulate your solution to your client's key stakeholders.

## HIGHLIGHTS OF THE NEWLEAF APPROACH FOR BECOMING BUSINESS RELEVANT

- Understand your client's business model by thoroughly researching and analyzing their industry trends, business drivers and priorities.
- Discover client issues with easy-to-use NewLeaf tools and determine a logical, proven approach that will help them address those issues.
- Align your solutions to the priorities and identified root causes - "showstoppers" to demonstrate value and the solutions business impact.
- Build a solid, results-focused business case, ensuring that it speaks to each of the primary stakeholders (CEO, CIO, CFO, LOB).
- Learn to elevate your communications style to best relate to your client "CXXs stoppers" to demonstrate value and the solutions business impact.
- Build a solid, results-focused business case, ensuring that it speaks to each of the primary stakeholders (CEO, CIO, CFO, LOB).
- Learn to elevate your communications style to best relate to your client CXXs.

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## WHO SHOULD ATTEND?

All members of your sales team.

## WHAT THE COURSE IS LIKE

Becoming Business Relevant is a five-session Workshop held via WebEx once a week for five weeks. Each session is two hours long and covers a different topic. You will learn experientially using individual and team exercises, case studies, and role plays, and leave fully prepared to have an impactful, results-oriented dialog with your client. When you complete the course, you will know the necessary “nuggets” to be truly business relevant to your client.

## Program Overview:

### • Understanding Client Business Models

You will learn to demonstrate thought leadership by identifying and leveraging information that enables you to define and articulate points of view on business drivers and priorities relevant to the client’s key stakeholder groups. You will learn to understand your clients’ three- to five-year strategy and goals and begin the first step to aligning them with true, relevant business value solutions to help shape the client’s future.

### • Solving Complex Business Problems

You will identify client issues by building an Issue Tree that identifies challenges in a clear, visual way which eliminates clutter and focuses on facts. The Issue Tree provides an easy-to-use framework covering all possible issues and root causes – the “showstoppers” that are the true challenges impacting the client’s goals and priorities.

### • Aligning Solutions to Priority Issues

You will learn to identify the right solutions for the client’s most pressing priorities and issues, then how to advise

the client on ways to address the identified “show-stoppers” and the specific business impact each solution will have.

### • Building a Results-Focused Business Case

NewLeaf will help you create a solid business case that includes several components encompassing the “care-abouts” of client stakeholders – Executive Summary; Current Situation; Solution Overview (CIO); Financial Results (CFO); Operational Benefits (LOB); Risk Analysis; Sensitivity Analysis, and your Conclusions.

### • Communicating with Executive Presence

This session will help you frame and test your client dialog. You will first learn to analyze and understand your own communication style and then your client’s. Finally, you learn how to craft a compelling communication with an objective and message that are targeted to your audience’s expectations.

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#### Length

5 Days; 1 session per week; 2 hrs. per session

#### Format

Instructor-Led | WebEx Sessions

#### Language

NewLeaf can accommodate multiple languages

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## WHY NEWLEAF IS THE RIGHT CHOICE

For over 20 years, NewLeaf has helped companies to think and strategize in a different way, understand how the connected world is changing, and leverage that knowledge to stay ahead of the technology curve. With a flexible, customized, innovative approach to training, you will learn vital new skills based on current research from industry thought leaders, theory supported by market analytics, and experiential learning facilitated by experts who have both management experience, as well as hands on field sales experience.