

Partner Enablement

Business Relevancy Workshop

Objectives

- Grow relevance, mindshare and wallet share in key accounts
- Understand the customer's business model and key challenges using a logical, proven approach
- Align products, services and solutions to customer priorities and identify the business outcomes
- Communicate business outcomes and technology value with executive presence and confidence
- Leverage the extended team to gain traction with the solutions and strengthen customer relationships
- Identify short-term revenue opportunities and long-term business transformation initiatives
- Execute a consultative selling motion and bring value to every customer interaction

Agenda

Day One

•Customer Insight – Account Background

- External Realities - Industry Trends and Market Landscape
- Internal Realities - Customer Goals, Objectives and Strategies
- Customer Financial Performance – CFO's Agenda
- Customer Business and IT Priorities
- Problem Solving – Issue Tree/Root Cause/Hypothesis

•Account Strategy

- Value Proposition and Strategic Imperatives
- Solutions Mapped to Business & IT Priorities
- Key Opportunities and Next Steps

Day Two

•Consultative Dialogue and Storytelling

- Value Compass Framework
- Types of Questions – Fact, Perspective and What –If
- Difficult Questions
- Value Story – TED Talk “The Power of Storytelling”

•Value Negotiation

- Negotiation Framework
- Elements of Negotiation – Interests, Options & Legitimacy
- Application in Customer Decision Process

•Executive Presence

- Communication Style
- Communicating Business Value and Outcomes
- Leveraging the Extended Team

North America

NewLeaf Partners, Inc.
P.O. Box 140878
Nashville, TN 37214
United States
Info-us@newleafpartners.com

Europe

NewLeaf Partners Europe GmbH
Rotdornweg 5
63303 Dreieich, Frankfurt
Germany
europe@newleafpartners.com

Africa

NewLeaf Partners Africa
21 A The Crescent rd.
Morningside, Sandton, 2196
South Africa
africa@newleafpartners.com