

DAY ONE

- 8:30 – 9:00 a.m. Introduction
- 9:00 – 10:15 a.m. Course Overview
Strengths and Red Flags
Single Sales Objective
Sales Funnel
- 10:15 – 10:30 a.m. ... BREAK**
- 10:30 – 11:00 a.m. Selling to a Government Agency
- 11:00 – 12:00 p.m. Buying Influences Role
- 12:00 – 1:00 p.m. LUNCH**
- 1:00 – 1:40 p.m. Buying Influence Degree of Influence
Degree of Influence Workshop
- 1:40 – 2:30 p.m. Buying Influence Modes
Buying Influence Ratings
Ratings Workshop
- 2:30 – 2:45 p.m. BREAK**
- 2:45 – 3:30 p.m. Getting to the Economic Buyer
Economic Buyer Workshop
- 3:30 – 4:15 p.m. Win-Results
Win Results Workshop
- 4:15 – 4:30 p.m. Evening Opportunities

DAY TWO

- 8:30 – 9:00 a.m. Questions
Day II Overview
- 9:00 – 9:40 a.m. Competition
- 9:40 – 10:00 a.m. Winning the Internal Sale
Readiness Review Team
- 10:00 – 10:15 a.m. BREAK**
- 10:15 – 11:20 a.m. Winning the Internal Sale
Readiness Factors
Readiness Workshop
- 11:20 – 12:00 p.m. Proposal Strategy
Core Team
Gathering Information
- 12:00 – 1:00 p.m. LUNCH**
- 1:00 – 2:15 p.m. Proposal Strategy
Procurement Milestones
Internal Milestones
Strategy Brainstorming
- 2:15 – 2:30 p.m. BREAK**
- 2:30 – 2:45 p.m. Proposal Strategy
Strategy Elements
- 2:45 – 4:00 p.m. Government Blue Sheet Group Session
- 4:00 – 4:15 p.m. Implementation
Dismiss