

Build value-based relationships with targeted buyers

Understand where you can add value to new and existing customers, and how to use this understanding to gain their interest and loyalty



A highly interactive one-day workshop that will give you new insight into seller-buyer interactions and motivations

Do you:

Use this workshop to:

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| <p>X Want to better understand your customer's buying motivations?</p> | <p>✓ Gain insights into your customer's world by mapping their relationships with their customers and competitors</p> |
| <p>X Need to have a dialogue with the customer that is about more than price?</p> | <p>✓ Learn how to utilise industry knowledge to understand and create value that this customer will recognise</p> |
| <p>X Struggle to extract information from customers that you can use to improve your services?</p> | <p>✓ Learn and practice effective techniques to gain traction with buyers and collaboration from suppliers</p> |
| <p>X Feel under-prepared for the challenge of starting new conversations with targeted customers?</p> | <p>✓ Arm yourself with a set of simple tools and skills that you can immediately put to use to increase customer engagement and enhance existing relationships</p> |



“Very engaging, informative and interactive workshop – supported by knowledgeable and expert facilitation as well as supported by good materials”

“Every organisation needs this workshop”



88% Win Rate

Learn how to win 88% of the bids you respond to - that's our win rate over a 3-year period, as audited by Ernst & Young

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Detailed workshop outline

Understanding customer-supplier relationships

- Exercise: Picturing the customer's role
- Exercise: Factoring in your customer's competitors

Preparing for discussions with your customer

- Learn about the customer's customer
- Exercise: Completing the Planner – 1. The Customer's Customer
- Review the competitive environment
- Exercise: Completing the Planner – 2. The Customer's Competitors
- Use PESTLE to assess the industry environment
- Exercise: Completing the Planner – 3. The Customer's Industry Environment

Filling your knowledge gaps

- Do online research
- Use indirect contacts to build your knowledge
- Identify the value you bring
- Build your suppliers' knowledge of your business environment

Gaining access to your customer

- Use the Contact Planning Worksheet
- Exercise: Identifying ways of introducing yourself to prospects
- Exercise: Drafting a contact planning worksheet

Assessing sales communications from a customer's perspective

- Exercise: Selecting the best document
- Exercise: Analysing customer focus

Creating valuable relationships

- Ask questions to understand business issues
- Use a Customer Meeting Planner
- Exercise your listening skills to glean all the available information
- Exercise: Listening to each other
- Note and use the customer's language
- Review your offer and alignment
- Take time to review your progress with the customer



Shipley provides consulting and training services focused on winning business in highly competitive environments.

We are a 40-year-old global organisation with offices throughout North America, Europe and Asia Pacific that support over \$300Bn in bids each year. We have trained over 45,000 BD professionals in 33 countries.



As a valuable addition to your library, you will also receive a copy of the Shipley Capture Guide, documenting best practice in planning and implementing effective campaigns to win business.



Recommendations from previous participants

"The facilitator was excellent, genuinely knew this area well and crafted the outcomes to meet the needs of the participants."

Andrew Short, Commercial Director, Cognition Education

"Overall a great course and love the interaction and role play exercises."

Francis Tse, Business Performance Consultant, Beca