

Connecting to Clients



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Your need as we understand:

Situation

The target audience for this learning initiative consists of a team of 20 sales manager- domestic and international. You would like them to work on Branding, Passion and Influencing. Few behaviors you would like us to work under each mandate point are:

- Understanding the customer requirements and asking relevant questions
- Preparing for the client call and sales pitch
- Influencing the client and pitch for more products
- Being able to talk with conviction/passion during sales pitches

Implication

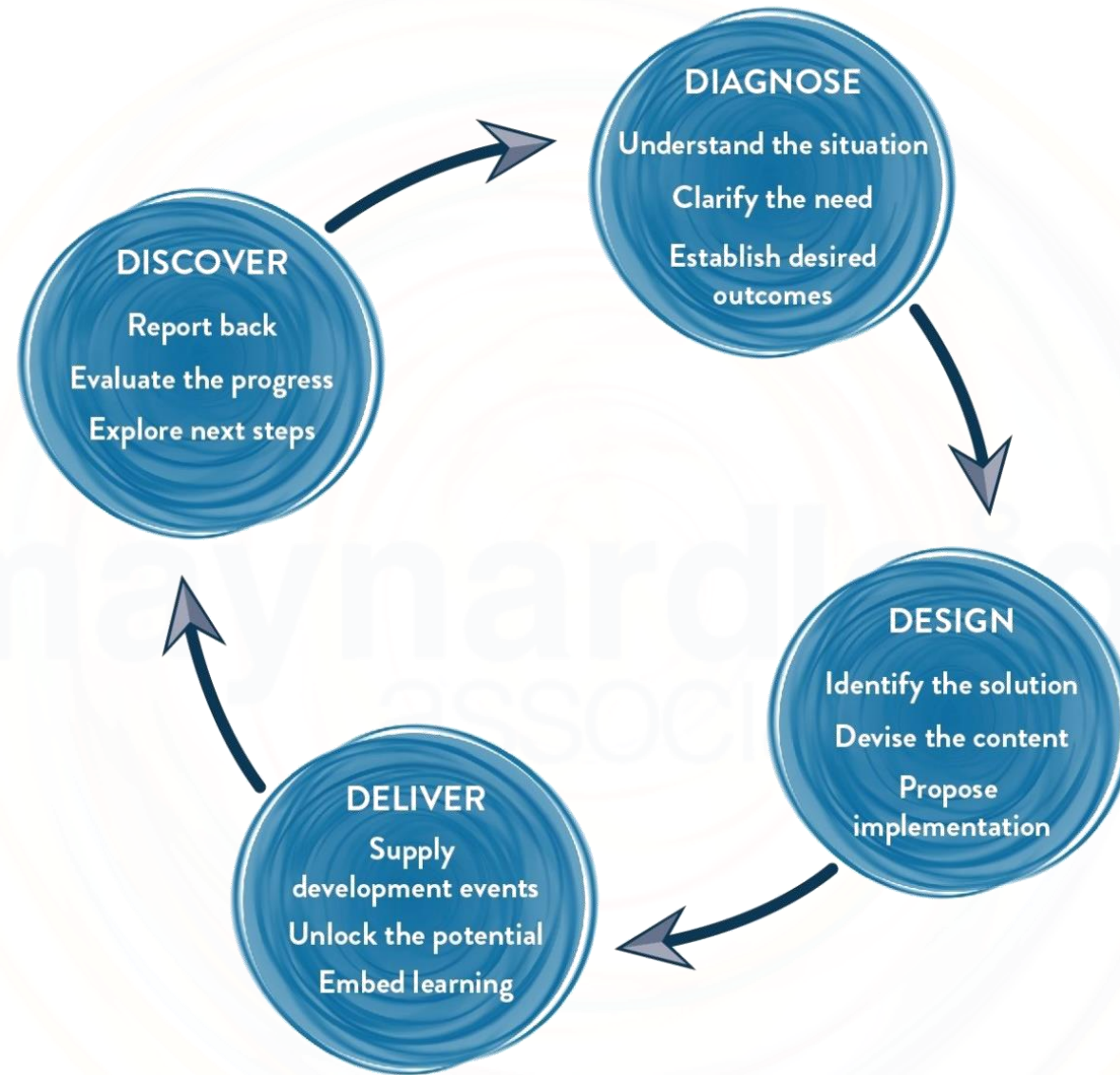
Due to the above situation, the target audience is unable to:

- Justify the prices of the products
- Close the sales/ order
- Sell more products to the existing clients

Need

You need a one day workshop which would cater to your need mentioned above.

Our Approach



Methodology

Our Curiosity

We have had a conversation with Ankit, Vivek and Rajesh which has helped us finalize the initial mandate. Here's our further curiosity which would help us customize the design further:

With Rajesh/Vivek:

- Please elaborate on 'Struggles to justify price'- What is your expectation?
- 'Sometimes unable to close the sale / ask for order'- please share what behavioral change would you like to see in them. In terms of branding, passion and influencing, what would you like to see happen?
- Feedback from customer/supervisors on their client relationships

With the Participants:

- Understanding their everyday work flow
- Challenges faced while influencing the client
- What are the challenges faced while closing the order?
- Understanding the preparation that goes before the client call/meeting
- Understanding the current framework to understand the client needs

Design



Post the diagnosis, we get into the design phase of the learning intervention.
Here are 3 things we will do:

Diagnosis report: A report is generated which would reflect the outputs from Diagnosis (The identity of the participants would be confidential).

Design Customization: The consultant will design the final objectives and customize the content of the learning intervention. Modules of the workshops are designed, activities are mapped to the examples, new handouts are drafted based on the content.

Design Presentation: The final objectives and design of the learning intervention are presented to the learning partners/stakeholders via skype/call/in person

Sample Learning Objectives: Connecting with Clients. We will customize the design according to the scenarios collected in the diagnosis phase. Post the workshop, participants will:



Think

- I will prepare my sales pitch before a client call
- I need to speak with passion and conviction while interacting with the client



Feel:

- **Confident** to be able to communicate with depth.
- **Present & Alive** to my conversation with the customers



Be more able to:

- Use SPINS model to gather need form the client
- Confidently pitch to the client
- Influence the existing clients

Tentative Outline – Day 1 with 10 participants per batch per consultant

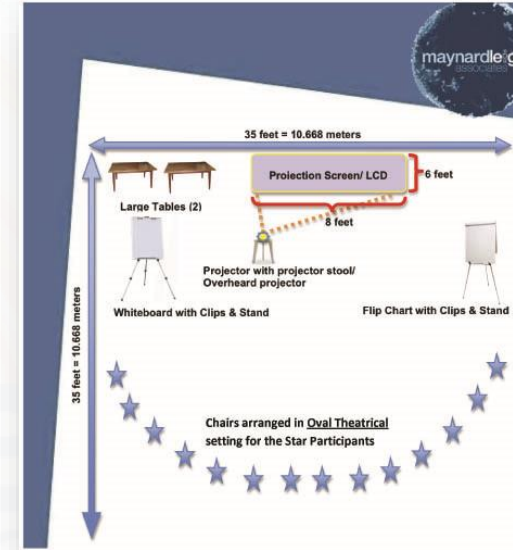
Narrative	Session	Session details	Methodology
Getting acquainted to Maynardleigh Facilitators	Introduction	<ul style="list-style-type: none">Welcome and context settingMaynardleigh & participant IntroductionsPermissive Encouragement – Play & Express yourself	Theatrical warm ups Experiential Context setting
Coming prepared with a pitch to introduce self	Prepared Presentations	<ul style="list-style-type: none">“Sell yourself in 60 seconds”Utilize whatever you have learnt till nowVideo graphed feedback	Video Playback in the room
We all have our own personal brand we communicate. Who am I? what do I stand for to attract client/stakeholder?	Personal Brand	<ul style="list-style-type: none">People are expected to have distinctive individuality that has a special contribution to make.So we Explore:Why you? What’s your point of view? What are your opinions. What’s the point of you? What’s your purpose. Where do you take a stand?Participants prepare a point of view presentation(what do I care about? What is important to me?)	Worksheet exercise Individual presentations.
Understanding the consultative approach. What does it take to truly become a partner versus a service provider.	SPIN Model Introduction	<ul style="list-style-type: none">Understand what’s the story- Get to know the situation, problem, implication and need to provide the Solution. Having consultative approach.	Facilitator led presentation. Participant exercises.
To be able to add value to the client, another level of interaction is required where we listen, probe carefully to be able to get past the generic tone of pitching.	Listening, Probing & Developing Rapport	Share a routine Story! What am I listening for: to respond, OR to help & understand? Bridges and Barriers to listening. Human Library The only way this book will open, if you ask the right questions. Mirroring Mirroring in thoughts, feelings, action, tone and status.	A series of quick exercises led by the facilitator.
The kind of questions we ask in the first meeting, establishes the relationship and opens up business opportunities	SPIN	Participants work in pair and role-play a short first meeting between a possible client and consultant.	Facilitator led presentation. Participant exercises.
Practicing the pitching	SPINS / PPSAAO Pitch	Participants pitch - using SPINS (Situation, Problem, Implication, Need and Solution) OR PPSAAO (Push, Pull, Support, Anticipate, Answer and Offer).	Facilitator led presentation in groups.
8	Closure		

Discover



A one to one meeting with HR stakeholders to take feedback on the intervention and how it was received and next action steps.

Ambience



We love alternative ways of setting up a workshop! Creating an atmosphere where the participants feels absolutely comfortable and yet challenged. In this workshop, the use of theatre, team games and experiential methodologies are essential ingredients, hence we'd require ample place to move around and make noise.

Please book a space with ample natural light (Yes, we want sunlight streaming in) and no fixed furniture for the leaders to work with one MaynardLeigh consultant.

Things Required at the Venue



For the workshop, we will need the below mentioned:

- **LCD projector** and projection screen **8×10 feet**
- **UPS Power Back-up** for Laptop, LCD projector & Laptop speakers
- **External speakers** (for laptop connectivity). The external speakers should be loud enough to play music for the team.
- **White board** & White board markers (2 blue, 2 black, 2 green)
- **Flip chart** and Flip chart stand with suitable clips
- **Colour pens** (Normal sketch pens - about 30)
- **Notepads and pens** (for participants)
- **Blu Tac** (This substance is used to stick things, posters or paper on the wall)
- 20 A4 Size normal and **drawing sheets**
- 2 tables for the consultant(one will be used for the projector and the other for keeping the handouts)



Next Steps



- **Financial processes:** Let us close on the commercials and contracts to start the preparation process.
- **Diagnose** – While the initial conversations helped us finalize the mandate, we'd like to have a few more conversations to dig out more examples from the team.
- **Book:** Please book the diagnosis and design dates at the earliest so that we have the consultants available for you.

Your Investment for the intervention

<u>Activity</u>	<u>Investment</u>	<u>Amount</u>
<u>Delivery (for 10 participants in each batch)</u>		
Professional Fee for delivery	INR 55,000 per consultant per day X 2 Consultants X 1 day	INR 1,10,000/-
Learning materials & books	INR 350 X 20	INR 7,000/-
Total Investment for 20 participants		1,17,000/-

Let's work in partnership to create impact & unlock potential



For further information please connect with:

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