Delivering customer value through the sales process

This session presents an opportunity to share experiences from successful sales engagements, sales meetings and product demonstrations. Technology Sales & Presales is not something you learn at school, study at University or a subject that that is widely written about, yet successful organisations recognise the importance of investing in the sales experience.

In this session I share an overview of a typical sales engagement and how with the right preparation you can bring your solution to life in the eyes of the customer.

🛍️ **Customer buying behaviours**

🎙️ **Market insight**

📈 **What does a successful engagement look like**

🤝 **How to build a value proposition that people want to buy**

🎉 **Discovery to value**

✨ **Deal qualification, engagement, close plans & value engineering**

📊 **Pricing and negotiating strategies**

🏗️ **Real life lessons and examples from the field**

How people buy has changed

Market Insight

Qualification & Sales Process

Exploring the deal lifecycle

From discovery to value

Buying behaviors

2-4 hours