

Commercial Nuance

Capturing the moment

What's it about	This programme is designed to explore how to capture information and turn it into opportunities within the call. Using critical thinking, lateral thinking, and body language to lead the conversation to deliver extraordinary results and to develop the Emotional Intelligence of the participant.
Objectives / Outcomes	<ul style="list-style-type: none">• To understand the power of a compelling customer plan• Become efficient in collection, prioritisation and interpretation of 7C's data• To apply a new SWOT variant for a high quality analysis and action derivation• To prioritise actions and develop a Plan on a Page
Approach	The programme is highly interactive and uses a combination of theory led facilitation and practical activities to try out new skills. The learning is supported by examples from the trade and the world around helping to challenge how the delegates think and facilitate a new behaviour competency. The learning is modular culminating in an opportunity to use several examples from real life to practice with. Each delegate will ultimately prepare and sell an idea to the buyer [the Blueprint Consultant] through a 'customer meeting' in a role play and the remaining delegates will evaluate the performance against a clear techniques scorecard.

Target Audience

Primary Audience: Sales, Sales Managers, NAM's, DSM's, Marketing

Secondary Audience: Anyone who needs to become more entrepreneurial, more successful in capturing the moment that will lead to business development

Programme overview

Part 1: Group discussion about what makes a good entrepreneur – and what makes Good into 'World Class'. Participants explore Critical thinking techniques, Acquisition of knowledge, Lateral thinking, Advanced Questioning, Nudge theory, Priming and listening, how to use body language to steer the conversation during persuasion. Then there is an opportunity to test it practically with other delegates' roleplaying their own day job

Part 2: The skills developed during day 1 are put into practice in a series of role play scenarios,

where the trainer plays the part of the sales person, plays the part of a customer. During the role play a number of things will be said by the "Buyer" that the participant will be expected to pick up on and develop. The rest of the group will watch live and in the post role-play critique session, they will present back on what was 'caught' and what was missed during the role play. The Blueprint Consultant will then present a full list of the opportunities that were floated. As each role play is observed, the skill set of catching the opportunities will be developed across all participants.

Logistics

2 day face to face workshop or 4 half days online
Maximum number of participants for class: 6