

A top-down view of several business professionals in a meeting. They are wearing suits and are gathered around a table, with some holding documents and a coffee cup. The image is partially obscured by the title text.

# SABP

# Field Opportunity Reviews

Selling ADVANTAGE Beyond the Product:™  
Field Opportunity Reviews is an intensive, interactive two-day training program that provides the participants with a proven, repeatable process for managing high value, complex sales campaigns.

SABP Field Opportunity Reviews are planned, structured sessions in which your most strategic opportunities are reviewed to improve and enhance the sales effort and ensure the lasting adoption of the SABP skills and processes.

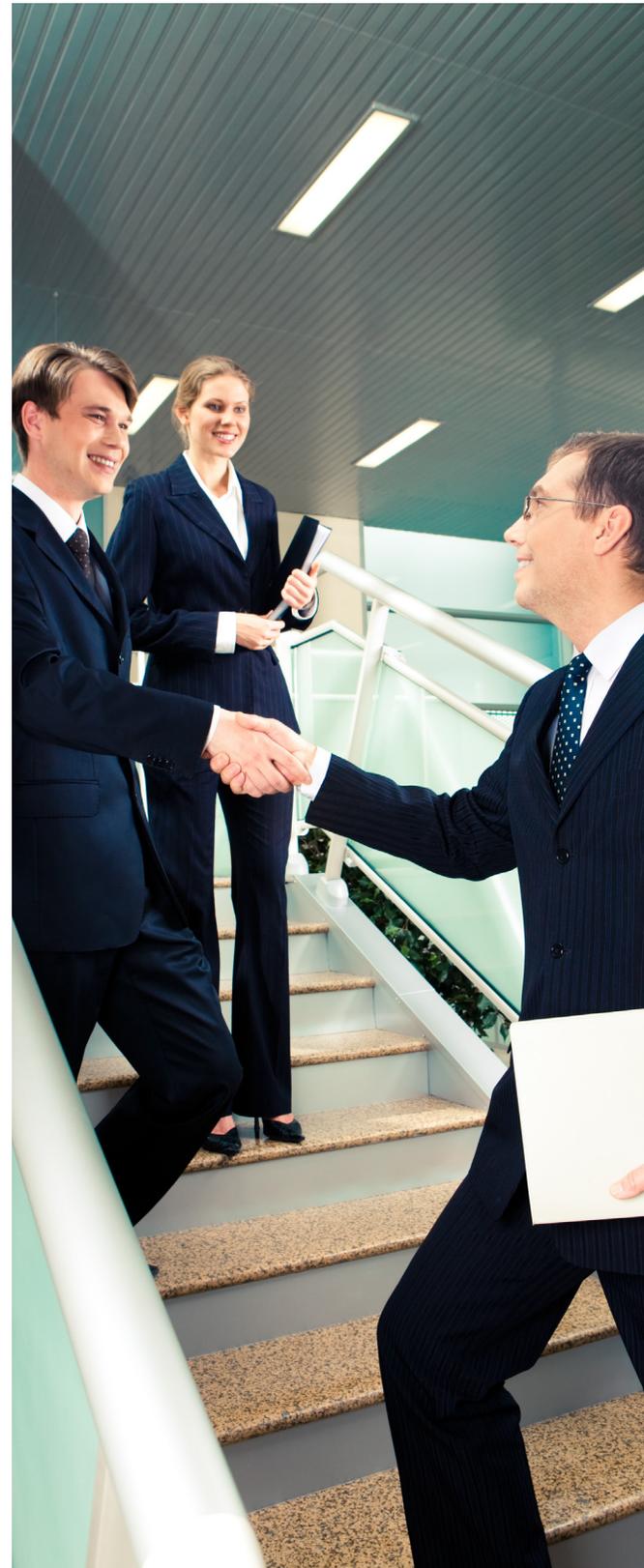
Sales teams learn how to systematically analyze high yield, high-risk sales opportunities for maximum competitive advantage – to defeat the competition and win the business.

SABP Field Opportunity Review sessions reinforce the application of the skills and processes learned in the program and provide an immediate Return on Investment in terms of improved sales plans.

Up to five sales opportunities can be reviewed and improved in a single, one-day session.

The purpose of the SABP Field Opportunity Review sessions are to improve your competitive position on critical opportunities by:

- Clarifying your current competitive position in the selected high yield, high-risk opportunity,
- Developing a clear, competitively-advantaged sales strategy, a competitive counter-strategy, and a set of support tactics for the opportunities reviewed,
- Efficiently improving the alignment and impact of the plan's implementation strategies and tactics, and
- Obtaining the organization's support for resourcing the improved sales plan.



## SESSION PROCESS

### OPPORTUNITY ASSESSMENT

Following the initial Sales Plan presentation, the opportunity owner's assessment of the opportunity is tested and challenged.

The opportunity being addressed is characterized in terms of the risk of losing, and specific objectives for improving the competitive position are established.

### SALES OBJECTIVE

The sales objective is examined in terms of size, timeframe, and appropriateness of the solution recommended.

This process ensures a common understanding and agreement among the sales team as to the proposed solution, its value to this customer in this situation, and the timing of the activities in the sales campaign to achieve that objective.

### VALUE ARTICULATION

The Qualitative and Quantitative Business Outcomes are reviewed for validity of assumptions, appropriateness of impact level, and credibility.

This process is tested from the 4 different customer levels – C-level, Executive, Management, and Operations.

The process ensures that the sales team is fluent articulating the value of the solution proposed throughout the organization.

### COMPETITIVE STRATEGY

The participant's assessment of the competitive landscape is tested and challenged, and the competitive strategy selected is reviewed and discussed in terms of appropriateness.

In this process, we design a detailed competitive strategy built specifically to exploit our relative strengths and weaknesses in a particular campaign.

### POLITICAL PENETRATION

This critical portion of the Opportunity Review processes improves the political component of the sales campaign by analyzing and providing feedback on the team's strategies and tactics for gaining access to key decision makers, neutralizing adversaries, and developing and improving influential relationships.

### TACTICAL REVIEW

In this last section of the review, the logic of the tactics in the plan is tested and critiqued.

Participants leave the session with specific action items for implementation of the plan, development of additional resources, and specific items for discovery.



It's not what you know about the SABP process that will make a difference.

It's what you and your organization do with the process that will impact win ratios and sales revenue.

Making best practice common practice.

The SABP Field Opportunity Reviews are conducted around specific, strategic opportunities.

The sales team responsible for the opportunity submits their documented SABP Opportunity plan for review one week prior to the session.

As preparation for the review, key corporate and marketing personnel who could add value to the reviews are scheduled to participate throughout the session.



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