

A high-angle photograph of several business professionals in a meeting. They are gathered around a table, with some hands clasped together in a gesture of agreement or teamwork. The scene is brightly lit, and the participants are dressed in professional attire.

SABP Manager's Workshop™

Selling Advantage Beyond the Product™

(SABP) is an intensive, interactive two-day training program that provides the participants with a proven, repeatable process for managing high value, complex sales campaigns.

The SABP Manager's Workshop™ is a one-half day management reinforcement program designed to support the successful adoption of the SABP process in the field. Sales Managers attend the two-day sales strategy program with their salespeople, followed by this learning experience, which reinforces the process, teaches the strategic coaching skills, and attacks implementation issues. Using a team approach and structured methodology, the program is centered on improving the active sales campaigns of each participant. The program also focuses on enhancing the value-add of your first level of sales management in your critical sales campaigns, by leveraging their own strategic sales expertise across your entire organization, thereby establishing the best practices as common practices in your sales organization.

When you win, why do you win?

When you lose, why do you lose?

How can you stop being outsold by your competitors, increase hit rates while lowering the cost of sales, and identify and target the real decision maker in an account?

You know that product superiority and competitive pricing are not enough to guarantee sales excellence, that there's increasing pressure to bring in more revenue at lower cost, and that the competition seems closer every day.

Through our experience, we have found that most organizations lack a clearly defined and replicable sales process.

Significant and sustainable improvement in a sales process can only occur when all parties and organizational processes work together to support the process and drive new behavior into the organization.



PROGRAM PREPARATION

Each manager is required to bring to the session a high priority opportunity, documented in the Top Opportunity Plan™, that is of strategic importance and expected to close in the short term.

PROGRAM SUMMARY

THE SALES MANAGER ROLE IN THE SALES CAMPAIGN:

Although many sales managers do not recognize it, one of the real dilemmas they face is striking the proper balance between the laws of diminishing return and economies of scale.

Sales managers work hard getting their sales people to make calls. And then, just when sales activity reaches a critical mass, those same sales managers do not know how to properly channel or redirect that activity to achieve the desired results.

In this first module, participants learn the characteristics and processes of a more strategic approach to their role in the sales campaign.

FIELD SALES COACHING: Day to day coaching is perhaps the single best source of leverage for a sales manager.

In this module, participants learn the fundamental skills of effective coaching of both skills and processes, and participants begin to establish a process by which they will efficiently come to learn where each critical sales campaign actually stands.

EXECUTION: In this module, participants focus on those management best practices that are known to produce real and lasting results with the SABP process.

Participants learn how to rapidly review and deconstruct the key elements of a Top Opportunity Plan™— finding weaknesses and vulnerabilities that only an independent, objective review typically reveals.

Participants learn the implementation practices that are known to harm or delay the adoption of the process, and plan their implementation process accordingly.

LEVERAGE: Sales managers do not control a lot of key elements of the go-to-market strategy.

And yet, they must be in control of themselves and thus, ultimately, it is they that control the process.

In this module, participants learn the high leverage control points in the SABP process, and how to manage those control points for maximum efficiency and effectiveness.

IMPLEMENTATION SUCCESS: The role of the first and second level sales manager is vital to the successful implementation of any lasting change in field selling practices.

In order for real and lasting change to occur, the sales management team must be involved before, during and after the SABP workshop.

Their involvement after the program is even more critical, as they continually test the implementation of the process in the accounts and the plans of the salespeople who report to them.

OUTCOMES

Upon completion of this session, your sales managers will:

Participant Outcomes

Enhance the management and executive skills related to coaching the key elements of your go-to market strategy.

Increase the value-add of the first and second level of your sales management team.

Increase the efficiency with which your sales management team reviews the pipeline progress in their teams.

Improve management's skills at coaching individual development and process implementation.

Increase the effective use of scarce corporate resources, to include a reduction in the cost of sales.

Improve sales forecasting accuracy.

Extend the capacity of field management in the performance of the critical tasks of the field sales team.

PARTICIPANT MATERIALS

Participant guide, copy of the Top Opportunity Plan™ Tool

FIELD REINFORCEMENT

Field Opportunity Reviews – day long sessions in which up to 5 critical opportunities can be reviewed and improved – are recommended to help accelerate field adoption and implementation of the process.



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