**Adventace Methods Program Descriptions**

**Executive Leadership: Optimize Your Sales Operation (2 Days)**

**Description**

This workshop helps Executives identify sub-optimal functions within their sales operation. Then, based on a review of best practices, Executives make decisions to adopt relevant practices, and customize accordingly. Finally, a best practices implementation program is developed.

**Prerequisites to Authorization to Instruct**

Authorization in Winning Major Opportunities and High Performance Sales Management Workshops.

**Authorization to Instruct**

Attend workshop as student, prepare lesson plan, and pass Authorization test.

**Account Management and Planning (AMP) (2 Days)**

**Description**

A process designed to help account executives and account teams build strategic relationships with their accounts. The workshop is designed to help change the culture from one of having relationships with lower-level buyers and being viewed as a “vendor” to one of strategic relationships where the buyer views the account executive and his/her company as a strategic partner.

Account executives and account teams will also learn how to proactively identify opportunities before they “hit the street” and design specific tactics and tools to help them initiate the opportunity.

The workshop is also designed to help better qualify and control the competitive sales evaluation.

**Prerequisites to Authorization to Instruct**

Demonstrated ability to deal with client executive management and senior account executives.

**Authorization to Instruct**

Attend workshop as student, prepare lesson plan, and pass Authorization test.

**Selling Point Solutions (3 Days)**

**Description**

The purpose of this program is to provide sales people with the skills they need to sell a product or service that focuses on one particular problem or a very focused set of problems (usually without regard to a potentially broader set of related issues.

A two-person instruction team leads discussions, demonstrates all skills, sets up a wide variety of role-play and sales simulation practice exercises, monitors role-play sessions, debriefs role-plays and provides detailed feedback to individuals. This program is performance based and is designed to help attendees successfully utilize all processes in the field.

The program focuses on key fundamental selling skills, including how to understand and be able to align with buyer behavior, how to prospect in a variety of situations, how to open a sales call, listening and probing skills, how to get a buyer to admit a critical business issue and then turn it into a vision of a solution, understanding the significance of calling “above the power line”, how to qualify, how to get the buyer to agree to the appropriate next steps in sell cycle, *how to rapidly progress through a rapid sell cycle with a very prescriptive set of steps*, negotiating, and closing.

**Prerequisites to Authorization to Instruct**

Demonstrated ability to deal with client executive management and senior account executives.

**Authorization to Instruct**

Attend workshop as student, prepare lesson plan, and pass Authorization test.

**Selling Complex Solutions (3 and 4 Day Versions Depending on Client Need)**

**Description**

An intensive, interactive workshop focusing on the complex sales call and complex sell cycle. This program provides sales people with the skills they need to sell a potentially complex array of products and/or services to help buyers – typically in a committee - that focuses on a broad set of complex buyer issues.

A two-person instruction team leads discussions, demonstrates all skills, sets up a wide variety of role-play and sales simulation practice exercises, monitors role-play sessions, debriefs role-plays and provides detailed feedback to individuals. This program is performance based and is designed to help attendees successfully utilize all processes in the field.

The program focuses on key fundamental selling skills, including how to understand and be able to align with buyer behavior, how to prospect in a variety of situations, how to open a sales call, listening and probing skills, how to get a buyer to admit a critical business issue and then turn it into a vision of a solution, understanding the significance of calling “above the power line”, how to qualify, how to get the buyer to agree to the appropriate next steps in sell cycle, *how to define, manage, and control a complex sell cycle,* negotiating, and closing.

**Prerequisites to Authorization to Instruct**

None

**Authorization to Instruct**

Attend workshop as student, prepare lesson plan, and pass Authorization test.

**Visionary Selling (3 Days)**

**Description**

This program profiles the 2 types of buyers that now dominate the B2B world and the very different sales strategies and tactics that needs to be followed so that sales teams can become highly capable of selling successfully to both.

In this program we show attendees the model on how B2B buyers buy. Then, using that model, we demonstrate the two different categories of buyers that have emerged - based on their distinctly different buying needs - along with the resulting distinctly different relationships these two types of buyers need to have with sellers. We then provide the new sales strategy to empower sellers to successfully sell to both.

**Prerequisites to Authorization to Instruct**

None

**Authorization to Instruct**

Attend workshop as student, prepare lesson plan, and pass Authorization test.

**Refresher for Winning Major Opportunities Workshop (1 Day)**

**Description**

An intensive, interactive workshop providing a review and updates to the ACE Selling Workshop. The workshop focuses on identifying problems sellers have in the field and includes several role-plays.

**Prerequisites to Authorization to Instruct**

Authorization in Winning Major Opportunities.

**Authorization to Instruct**

Authorization in Winning Major Opportunities.

**High Performance Sales Management (2 Days)**

**Description**

This workshop targets the management of the four key areas a sales manager must focus on: opportunity assessment, operations management, people management, measuring and tracking results.

**Prerequisites to Authorization to Instruct**

Authorization in Winning Major Opportunities Workshop.

**Authorization to Instruct**

Attend workshop as student, prepare lesson plan, and pass Authorization test.

**High Performance Channel Management (2 Days)**

**Description**

This workshop is designed to help channel managers better manage their partners, gain greater visibility into partner opportunities and activities, “lead by example” given potential selling difficulties that partners have, better manage their pipelines, and conduct a repeatable partner relationship review for an overall improved relationship.

**Prerequisites to Authorization to Instruct**

Authorization Winning Major Opportunities Workshop.

**Authorization to Instruct**

Attend workshop as student, prepare lesson plan, and pass Authorization test.

**Operations Review (1 Day)**

**Description**

This engagement is designed to help managers who have attended the Creating Ace Sales Mangers Workshop to fine-tune their operation. It focuses on the 4-step operations review process. Only “live data” is used: sell cycle control letters from active opportunities, current pipeline data, etc.

**Prerequisites to Authorization to Instruct**

Authorization in High Performance Sales Management. Preferably Authorization in Winning Major Opportunities Workshop but if not, demonstrated experience in managing the sales management process using HPSE methodology.

**Authorization to Instruct**

Attend review as participant, prepare lesson plan, and pass Authorization test.