

# Create and Win for Inside Sales

Version 8.0

## Key Benefits

Organizations using Create and Win for Inside Sales can expect rapid return on investment by:

- Implementing a common language and approach across the Inside Sales organization
- Enabling sales supervisors and managers to “do more with less”
- Understanding the best way to use these tools in competitive selling situations
- Improving team effectiveness through common sales language
- Enhancing pipeline control and forecast accuracy across the Inside Sales organization

## Who Should Attend?

- Inside Sales team members
- Supervisors
- Managers
- Sales support professionals

In today’s marketplace, using the Inside Sales organization to cover business- to-business outbound account coverage and sales opportunities is more important than ever. Today’s businesses face increasing customer acquisition and management costs, while at the same time having fewer sales people to accomplish increasing sales goals.

Given these trends, it is more critical than ever before for organizations to successfully reach customers by telephone to:

- manage a sales cycle
- perform account and sales maintenance
- uncover new opportunities
- provide relationship management

Create and Win for Inside Sales (CWIS) provides your sales organization with a proven, easy to use, repeatable process to maximize the effectiveness of these critical interactions. CWIS enables organizations to identify more deals to win and to win more of them.

## How Create and Win for Inside Sales Works

The Create and Win for Inside Sales methodology helps Inside Sales professionals focus their limited resources effectively on creating and winning more sales opportunities. Using the CWIS program, organizations will:

*Create more sales opportunities by...*

- Understanding their “business” - what markets they are going after and why and where they can be more successful
- Assessing their accounts based on both future and existing revenue in order to set priorities for these accounts
- Understanding the negative factors that impact their business and how to overcome them
- Identifying high-value, “white-space” opportunities before they become competitive
- Learning how to manage their selling time

Win more opportunities by...

- Focusing on the right issues, with the right people at the right time
- Shifting focus from tactical to strategic
- Understanding early in a sales cycle the strengths and weaknesses of the position
- Knowing when the best deals are offered and closing them as quickly as possible

### Reap the Benefits of Best Practices

The CWIS methodology integrates best practice solutions from PMP, TAS and Pipeline Management utilized by some of the world's most successful sales organizations. It combines content developed over more than 10 years but reflecting today's dynamic and competitive selling environment.

### Learning to Use the Methodology

CWIS is a two-day instructor-led training in which participants use their own accounts, pipeline and opportunities to learn the language and approach of CWIS. Conducted in workshop format, the instructor leads the participants through a logical flow of topics that build each plan.

First the participants learn the language and tools of CWIS. Next this is applied to the accounts and opportunities brought to the workshop by the participants. After either group or individual workshops, the instructor debriefs the learning, making certain that the participants know how to use the language and ideas and they understand how to use them in their business. The experience is interactive and lively.

### A Methodology for Competitive Environments

CWIS is highly effective in organizations with selling environments marked by:

- Intense competition
- Low bid to win ratios
- Lack of coordination between selling teams/account coverage
- The need for broader market penetration
- Fighting for company and/or product awareness

### Workshop Outline

#### Day 1 Topics

- Analyze Your Go-To-Market Strategy and Markets
  - Deciding where to spend your time
- Analyze Your Business
  - Understanding how to manage your business
- Creating Opportunities Inside Your "A"s
  - Defining and creating new opportunities to pursue
- Manage Your Pipeline to Reach your Quota
  - Making sure that you can reach your goals

#### Day 2 Topics

- Assess the Opportunity
  - Picking the best opportunities to work on
- Communicate Your Value
  - Creating a compelling message for your customer
- Set the Competitive Strategy
  - The best way to win this deal
- Identify the Key Players
  - Figuring out whom you must speak with and why
- Create Your Opportunity Plan
  - Using your Create and Win for Inside Sales Opportunity Plan to help you make sales more effectively
- Implement and Install Your Create and Win Toolkit
  - Identifying how to make this work for you



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