



SALES MAP WORKSHOP

The Sales Map Workshop is a two-day planning session for sales professionals. Working in teams, your salespeople use the Sales Map method to create plans to win important sales opportunities.

Depending on your goals, the focus might be on share growth within an existing account, winning a particular opportunity, or even creating a new opportunity in a current or prospective account.

In building their plans, team members practice and learn a simple method that can be used to win again and again.



The Sales Map Workshop includes a tightly integrated set of support materials – a 4-by-7 foot wall scroll for each sales team, a concise guidebook for each participant, and software that encourages your people to use the method again and again.



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Topics Covered

The Sales Map itself is divided into four areas. Each represents a subject to be addressed in building a solid plan:

- ▲ **Fit** – This area begins the qualifying process. The point is to help salespeople invest resources where they will do the most good, and also to quickly identify business that doesn't make sense.
- ▲ **Relationships** – This area explores the customer's buying process and the relationships needed to drive that process. This requires analysis of the players, gauging their clout and then determining steps to build advocacy.
- ▲ **Impact** – The emphasis here is on important goals of the customer and your ability to deliver results – or impact – that will advance these goals.
- ▲ **Advantage** – Considering all the customer's options, what are the advantages and disadvantages of investing in your company and solution? We go beyond features and functions to pinpoint differences that will be most meaningful to the customer.

Our Difference

Streamlined Sales Method

If sales methods are too complex, no one will use them. Many of our competitors try to differentiate their offerings by adding unique content. We stick to the essentials.

Focus on Real Work

The entire workshop is devoted to real work – building plans to win your most important sales opportunities. No competitor provides a more active workshop.

Extremely Collaborative

Important work conducted in a team setting is the most powerful learning mechanism. Your people learn from each other while the workshop fosters new ways of thinking and spurs action.

Easily Customized

Our guidebook and software have been designed to allow substantive customization. The point is to precisely reflect your sales environment, so the method becomes truly yours.



Workshop Agenda

1. Introduction – This includes brief remarks regarding workshop goals, a quick tour of the Map, and confirmation of planning objectives.

2. Plan Building – Using the Map, the first day is largely devoted to building sales plans and documenting necessary actions. Most material is covered in the Guidebook, enabling the leader (and your managers) to take a strong coaching role.

3. Software Overview – At the end of the first day, the Sales Map Software is introduced. Information is transferred from the Map to the software, then one click of the mouse creates a PowerPoint presentation.

4. Presentations – The second morning is devoted to presentations and discussion to improve the plans. Many clients feel this is a good time for senior management to visit the workshop.

5. Menu of Clinics – The second afternoon consists of a mini-clinic on an advanced topic. The workshop leader and participants can choose a clinic topic, or this can be predetermined by management.

Possibilities for clinics include:

- Creating Quick Plans
- Shaping Buying Criteria to Your Advantage
- Principals of Competitive Strategy
- Identifying People With Clout
- Creating New Demand

6. Closing – Here, the session leader and sales management set expectations regarding follow-up for the plans that were created, and also for ongoing use of the Sales Map method.



The second morning of the workshop is devoted to presentations and discussion to improve the plans built on day one.