

## INTELLIGENT SELLING SERIES™

### THE VALUE CREATING TEAM™

#### Business Case

The business of sales and service delivery has gotten more competitive. Local market competition combined with a plethora of disruptor solutions has forced companies to link their capability to the business issues of the day. Thus selling teams require a host of skills – skills that one person alone cannot satisfy. More complex sales pursuits have teams needing to connect internal subject matter experts to compete for larger opportunities.

#### The Focus

BWST's Value Creating Team program teaches participants how to utilize their organizations' resources to build the right team for presentations and complex sales pursuits. Our program helps teams assemble key internal and external stakeholders to execute coordinated and compelling presentations that add value for prospects and win business. Team presentation and conversation management strategies are provided against the backdrop of a relevant and custom-tailored case study and exercises. Participants work in teams to role play key behaviors against real client scenarios.

#### Key Content

- The team selling mandate
- Team leader vs. team member
- Mastering your introduction and those on your team
- Selecting complementary vs. combative personalities and building team member rapport
- Bringing insights as well as capability to diverse buying teams

#### Outcomes

By participating in **The Value Creating Team™** participants will learn to:

- Map a buying team and determine the best connections for the selling team
- Understand the role of team leader, and being a member of a supporting cast
- Maximize a prospect's agenda to the advantage of the team
- Manage presentation introductions, handoffs and personal messaging with ease
- Conduct ideation sessions for pursuits to maximize the input of the team
- Plan, practice and make adjustments together.
- Execute as a unit, debrief together to advance the sale, and replicate what worked for future pursuits



#### WHO WILL BENEFIT

**The Value Creating Team™** is designed for seasoned Lenders and those that support them in large client pursuits. Perfect for those new to the sales process and those with limited client interaction experience.

#### DELIVERY

Delivered as a 1-day workshop with pre-work, custom case study and 90 days of situation-based reinforcement.

#### ABOUT

Bill Walton Sales Training (BWST) is a sales training and coaching firm dedicated to supporting client-facing professionals. The firm works with companies to help them "mean more" to their clients. BWST's suite of training programs, tools, and post program coaching helps these organizations achieve results their clients can measure. Based in Princeton NJ, BWST works with organizations that see value in maximizing the client interaction.