



Business Transformation: Opportunity Development

Duration: 2 Days **Course Code: BTO**

Overview:

BTO is a two-day workshop that explains the Pre-Sales roles (Account Manager and Pre-Sales Engineer) and the processes employed during the Engage Phase of the Consulting Lifecycle. Participants will benefit from a variety of lecture, group discussions, and activities centered on practical case studies.

This workshop is delivered together with BTA (Business Transformation: An Architectural Approach – 1 day) as a 3 day course.

Target Audience:

This workshop is designed for anyone working with a customer who has complex technology requirements.

This includes, but is not limited to, Sales, Engineers and Senior Managers, to help them understand the role of the Business Architect.

Objectives:

- **In this workshop, participants will learn how to:**
 - Describe the contribution of an architectural approach to selling business solutions
 - Research and analyze customer business problems that require an architectural approach
 - Qualify customer opportunities and align key stakeholders to a business solution vision Define business solution benefits so they appeal to a variety of key stakeholder concerns and decision criteria
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Follow-on-Courses:

This course precedes the Business Architect Transformation Program, and is the Foundation training in line with the Business Architect Portfolio.

Content:

The workshop covers 'Confirming the Business Solution Opportunity', allowing AMs to:

- Use models as an effective technique to facilitate alignment and achieve a shared understanding across stakeholders
- Explain the role of the business architect in the business solution scoping process
- Describe how customer investments in business capabilities differ from a cost reduction focus
- Assess customer business capability gaps using a heat map to create a clear call to action for the customer
- Apply an architectural approach to validate benefits with key customer stakeholders in a workshop

The workshop covers 'Engaging in Customer Business Transformation', allowing AMs to:

- Describe the roles and interactions needed to research customer business solution potential and scope
- Analyze the customer's business model to qualify your ability to add value through your business solutions
- Assess customer business transformation needs through a business capabilities architecture approach
- Create an initial view of business solution objectives that meets the customer's business transformation needs and your business solution capabilities

The workshop covers 'Becoming a Student of Your Customer', allowing AMs to:

- Apply outside-in and top-down thinking to identify customer business transformation opportunities
- Assess customer influencers and past business performance to determine their business priorities
- Estimate the potential benefits that could be realized by aligning the value of your business solutions with the customer's business priorities
- Describe how the benefits of your business solution contribute to your customer's business transformation

The workshop covers 'Reaching a Decision to Proceed', allowing AMs to:

- Describe the need to diagnose a customer's business problem to enable design of a customized and integrated business solution
- Determine the analysis and design effort for a business solution architecture engagement
- Clearly frame the customer's problem and use it to qualify an opportunity to proceed to the next phase of the consulting lifecycle
- Create a shared view of the business solution scope and opportunity that aligns stakeholders to support proceeding with a business solution architecture engagement.

This course includes the use of ROI and TCO tools/processes, and case studies to support the learning.

Further Information:

For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 0113 242 5931

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