



Team Based Selling

Duration: 1 Day **Course Code: GTBS100E**

Overview:

Selling in today's competitive and complex environment often requires the efforts of many resources from within an organization, and can involve the participation of external partners as well. Working as a team to win a customer's business requires clearly defined roles and responsibilities, strong communication skills and a coordinated effort. The challenge is that many teams are formed quickly and informally, and the protocols required to be successful are often overlooked. The Team-Based Selling workshop is designed to provide anyone working in a team selling environment with the knowledge and skills required to be successful. It teaches team members how to ensure that they are aligned in their efforts and provides them with tools and techniques to work together efficiently and effectively to achieve sales goals and provide the customer with a seamless experience.

Target Audience:

Anyone leading or working as a member of a selling team

Objectives:

- **What You'll Learn:**
 - • The stages of team development
 - • Common sources of team conflict and tactics to overcome them
 - • How to identify roles and responsibilities for team members at each stage of the customer buying process
 - • The value each team member provides to the customer at each stage of the buying process
 - • Team communication best practices
 - • Giving and receiving feedback to maximize team results
 - • How to create a team strategy
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Prerequisites:

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Follow-on-Courses:

- Leading EDGE Selling
 - Building Strategic Partnerships
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Content:

1. Introduction to Team-Based Selling

- Program objectives and agenda
- The value of team based selling/impact of poor alignment

2. The Stages of Team Development

- The four stages of team development
- Common sources of team conflict and strategies to overcome them
- Accelerating through the stages

3. Your Team Strategy- Stage 1 Establishing Purpose

- Defining and sharing a customer account strategy
- Understanding the value of each team member
- Aligning team member commitment to the strategy

4. Your Team Strategy- Stage 2 Defining Roles and Responsibilities

- Mapping team roles and responsibilities to your customer's buying process
- Mapping your interdependencies – identifying how each team member's work is used by other team members

5. Your Team Strategy – Stage 3 Cooperating to Win the Business

- Understanding communication preferences – team member personal needs
- Identifying team communication requirements and protocols

6. Your Team Strategy –Stage 4 Producing Results

- Maximizing team effectiveness – giving and receiving feedback
- The importance of recognizing team commitment and success
- Dealing productively with team conflict

7. Action Planning and Next Steps

- Finalizing your Team Strategy
- Personal learning summary and commitments

Further Information:

For More information, or to book your course, please call us on 0800/84.009

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www.globalknowledge.be