



Harris Kern's Enterprise Computing Institute

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Accelerate The Sales Cycle Workshop
"Advancing The Sale..."

Accelerating The Sales Cycle

A 4-Day Workshop

(Selling To The CIO)

Service Offering	Description
<p>Accelerate The Sales Cycle (Selling To The CIO)</p> <p>Stop Selling Products, Start Talking about Enterprise Solutions</p>	<p>“Selling the CIO” is a 3-4 day Workshop intended for high-performing sales executives who want to develop the necessary selling techniques required to achieve success at the CIO level.</p> <p>Attendees will learn how to carry conversations with CIOs in order to help them:</p> <ul style="list-style-type: none"> • Manage technology as a strategic asset. • Achieve optimum stability, efficiency and responsiveness. • Control the risks and expectations associated with any IT project. • Do more with less. <p>Specific discussions and role-playing exercises will help each participant:</p> <ul style="list-style-type: none"> • Learn how to engage and communicate effectively with the CIO. • Learn to ask questions that focus on IT needs and opportunities not just on product features. • Understand IT Buying Decisions. • Position Your Ideas for Maximum Receptivity.

<p align="center">Selling the CIO Stop Selling Products, Start Talking About Enterprise Solutions</p>	
<p>Engagement Timeline (include milestones):</p>	<p>3-4 Days:</p> <ul style="list-style-type: none"> • 1/2 day - 1 day for planning and brainstorming business climate, vision, competition, etc. • 1/2 day to develop a Roadmap/Action Plan. • 1 day for interactive training session (workshop) with business development organization (Sales, Marketing, Professional Services, etc.). • 1/2 day to facilitate a seminar on how to do more with less by applying structure for success (discipline) into the organization.
<p>Deliverable:</p>	<p>Specific discussions and role-playing exercises will help each participant:</p> <ul style="list-style-type: none"> • Learn about the key IT issues and challenges plaguing CIOs. • Cultivate relationships throughout the organization. • Anticipate client business planning and decision-making process. • Grow their client base by targeting the proper business development vision and strategy. • Open doors and gain easier access to CIOs. • Increase revenue by focusing on enterprise solutions/services vs. “in-the-box technology selling.” • Enhance their credibility.
<p>Client Communication (how often and when):</p>	<ul style="list-style-type: none"> • Prior to the actual engagement to review current marketing/sales strategy, services offered, staff competencies, business initiatives, etc. • During the design of the training program. • Post training follow-up.
<p>Critical Success Factors:</p>	<ul style="list-style-type: none"> • Interactive and lively training session. • Continuous communication with customer management team throughout engagement

CASE STUDY	
<p>Case Study: (Vertical Market, Challenge, Activities, Outcome)</p>	<p>A medium-sized IT Service Provider in the Southeast was focused on selling technology solutions for the past decade. Due to shrinking revenue margins in the technology sector they needed to change their portfolio of services to include enterprise solutions. They also needed to change their selling strategy.</p> <p>Our biggest challenge was to change the mindset of the business development team to begin their sales cycle by leading with enterprise solutions <u>not</u> technology. Our approach was to:</p> <ul style="list-style-type: none"> • Engage in informal discussions on the definition of true enterprise solutions and how to sell them. • Analyze competencies of current sales staff (by region) to determine how much mentoring is required during and after the official training session. • Spend 1/2 day reviewing current service offerings, customers, marketing/communications plan, sales strategy, competitors, etc. • Spend 1 day brainstorming with the executive management team (business development) on a new sales/marketing strategy. • Develop and facilitate a 1-day training program. • Spend 1/2 day facilitating a workshop to do more with less by applying structure throughout the organization. • Develop a roadmap. <p>We designed and implemented a new marketing/sales strategy, developed a roadmap and mentored the business development team. Their business increased by 18 percent the following year.</p>