



Deal Shaping Workshop

Description

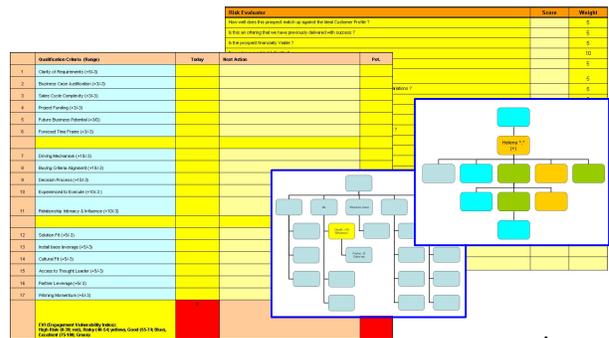
The deal shaping workshop is an interactive session where the opportunity pursuit team will apply the Value Selling approach to live opportunities under the guidance of an experienced Deal Shaper. Focus areas will include: assessment of current position, design of the commercial strategy, identification of ideal buying criteria, buying process, mapping of the buying influence, political alignment, value messaging, staging, and action planning.

Objective:

The deal shaper will assist the virtual account team in analyzing, designing and documenting an updated commercial strategy using a value focused approach. The team will prepare an updated commercial strategy designed to secure the largest possible commitment. They team will also plan the activities and key actions necessary to stage and shape the deal.

Outcome:

- Completed Opportunity Evaluator.
- Opportunity Worksheet.
- Opportunity Map.
- Mapping of the Circles of Influence.
- Ideal buying criteria, decision making process, and buying influence.
- Value Messaging.
- Staging plan to execute decision making deliverables and eliminate vulnerabilities.
- Opportunity Guide for conducting a strategy review.
- Immediate results – Fully documented and actionable Opportunity Guide.



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Duration:	1 day workshop per opportunity
Participants:	Opportunity Manager and their core team
Prerequisite:	None