



Mercuri International
OPPORTUNITY TO ORDER

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international



WHY OPPORTUNITY TO ORDER?

As a salesperson you might have **several opportunities** to consider. However, **not all the opportunities are worth going for** and it's crucial to learn how to **distinguish them**.

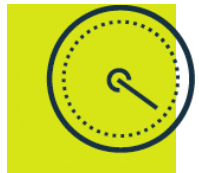
Follow this hybrid path to discover how to analyze and manage an opportunity and turn it into a **successful sale!**





AUDIENCE

All sales professionals who would like to increase their chances to convert an opportunity into an order



DURATION

1 hour 30 min of digital learning



FURTHER INFORMATION

This hybrid path contains videos, interactive content, exercises, questionnaires and downloadable documents. All content is adapted for laptops, tablets and smartphones



TRAINING COURSE OVERVIEW

Step 1: Assessing the opportunity

Step 2: Solution Strategy

Step 3: Contact alignment

Step 4: Presenting the solution



ADDITIONAL TOOL: OPPORTUNITY PLAN

This is a tool that helps analyzing and managing an opportunity, taking into account all factors and each step of the process.



TRAINING COURSE OVERVIEW

CHAPTER 1: ASSESSING THE OPPORTUNITY

Is the opportunity real, attractive and winnable?

Discover the reasons why an opportunity needs to be analyzed and the factors that have to be considered before going for it. Find out:

- If you have got all the information needed about the opportunity
- If there is a need, a budget and a deadline for the decision
- If some aspects such as the volume of business, potential margin and future business are attractive for you
- If, according to your know-how of the client, their attitude, the competitive situation, the contact power and your available means, you can see opportunities to win



CHAPTER 2: SOLUTION STRATEGY

How to build a winning solution

To build a winning solution you need to take into account 2 important factors.
You will explore:

The 6 selling situations

You have to consider in which selling situation you are. The client might be either very interested and willing to work with you or not positive towards you

The tactics per situation

According to the selling situation, you can apply different tactics, which will allow you to prove your solution is the best offer for your customer

You will discover how to recognize the selling situation you are in and which tactic is effective for it.



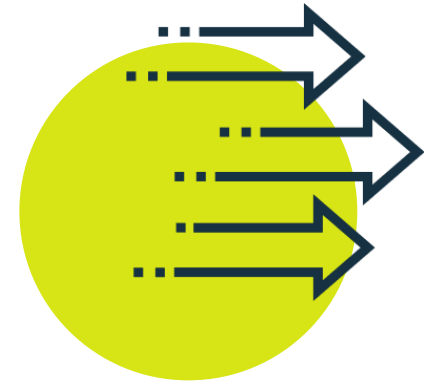
CHAPTER 3: CONTACT ALIGNMENT

The opportunity players

There might be different players in the decision making team, with different roles and amount of power. To help you define the profiles you deal with in an opportunity, you will discover:

- The SETUP device, which clarifies the different roles (Strategic, Economic, Technical, User or Project Leader)
- How much power of influence each player can have
- What are the possible attitudes they can have towards you

Eventually, you will find out 5 different profiles: Allies, Hesitant, Strong Supporter, Trouble Makers and Dangerous. You will be given some tips on how to increase or reduce their influence, with the aim to reinforce your position.



CHAPTER 4: PRESENTING THE SOLUTION

Build a successful presentation

To build a successful presentation that will attract your audience's attention, it's very important you follow some specific steps. Discover how to:

- Build a good opening and closing
- Highlight the value of your solution
- Include all the relevant elements of the right presentation structure
- Adjust your presentation according to the selling situation you're in, applying the appropriate tactics

