



OVERVIEW OF VANTAGE SALES TRAINING COURSES

ADVANCED ANALYTICS

PROGRAM OVERVIEW

Robust and unbiased analysis is essential to account strategy development, and to acting as a trusted and strategic advisor to key customers. The ability to extract relevant insights from data, and to effectively convey those insights to internal and external audiences, is a critical competency for sales professionals. This course covers tools and techniques for advanced analytics, and data visualization and presentation, applied to real-world sales and account management situations.

BECOMING A TRUSTED ADVISOR

PROGRAM OVERVIEW

Establishing a trusted advisor relationship with customers is essential to uncovering new opportunities, increasing win-rates, and delivering greater value to customers — and thus to defending and expanding account relationships. But building trust and becoming an indispensable advisor to a customer (and to individual executives within an account) is challenging, and not without risk. This workshop equips participants with tools and enhanced skills to go beyond traditional consultative selling and account management, with significant focus on barriers to doing so, how to overcome those barriers, and how to manage attendant risks.

CONSULTATIVE SOLUTION SELLING

PROGRAM OVERVIEW

A traditional, transactional selling approach no longer works in today's hyper-competitive environment. Instead, a consultative approach is needed — where the value the salesperson herself delivers to a customer is just as important as the value of the product or service she is selling. This requires the ability to probe for underlying customer needs and concerns, and the ability to creatively shape solutions jointly with customers — as well as the ability to defend and prevail against ever-intensifying competition. This session stands on its own as a foundational sales methodology, or can easily be adapted to augment a company's existing sales process.

EFFICIENT AND EFFECTIVE DECISION-MAKING

PROGRAM OVERVIEW

Sales and account management teams operate in a complex environment. Effective selling increasingly requires a consultative approach, and this means advising customers and clients on complex decisions they face as they run their business. Sales leaders and professionals also need to make important decisions internally about account segmentation, and account and sales strategies. This workshop focuses on practical frameworks and techniques for effective decision-making, especially under conditions of uncertainty, and for facilitating efficient decision-making amongst multiple stakeholders.

EMOTIONAL INTELLIGENCE

PROGRAM OVERVIEW

When it comes to delivering business results, emotional intelligence is just as important as subject matter expertise and intellectual acumen, and nowhere is this more true than in the sales and account management context. This workshop will equip you with frameworks and tools to hone your innate emotional intelligence and improve your ability to connect with, influence, and collaborate with colleagues, internal business partners, and customer counterparts.

LEADING CHANGE AND TRANSFORMATION

PROGRAM OVERVIEW

Disruptive market dynamics and ever-shifting customer needs and challenges require sales and account teams to continuously navigate change, and often to initiate and lead change efforts of various kinds. This course covers pragmatic frameworks for responding to change and increasing individual resiliency — as well as catalyzing change, developing change plans, engaging stakeholders, and overcoming resistance to change. Through interactive exercises and realistic case studies, you will enhance your ability to both navigate and lead change in a broad range of sales and account management contexts.

NEGOTIATING STRATEGIES AND SKILLS

PROGRAM OVERVIEW

Sales professionals negotiate constantly — with customer counterparts, with colleagues and teammates, and with internal business partners and stakeholders. This course is based on the principled, interest-based negotiation framework originally developed at Harvard. Through realistic simulations and industry-specific sales case studies, participants learn to take their negotiation skills to the next level and enhance effectiveness in a broad range of situations.

SALES LEADERSHIP

PROGRAM OVERVIEW

Sales leaders face many difficult challenges — from how to optimally collaborate with Marketing, Finance, Delivery, and other internal business partners, to how to allocate limited time to guide and coach their teams. This course equips both new and seasoned sales leaders with frameworks and tools to better understand, and expand, their individual leadership style, and enhance leadership effectiveness. Through interactive exercises and real-world application, participants enhance their ability to lead in a broad range of situations.

STAKEHOLDER ENGAGEMENT AND INFLUENCE

PROGRAM OVERVIEW

Sales and account management teams are often accountable for delivering results that require the cooperation and buy-in of others, so the ability to persuade and influence both customer and internal stakeholders is critical. This program equips participants with strategies, tools and skills to communicate ideas and recommendations persuasively, and to constructively engage, learn from, and overcome resistance.

STRATEGIC ACCOUNT MANAGEMENT

PROGRAM OVERVIEW

Effective account management requires a blend of strategic, analytic, and behavioral skills. Account management teams need to build a nuanced understanding of a customer's business strategy and organization, cultivate a broad and deep network of personal relationships, and coordinate multiple business development, sales, and delivery efforts. This course covers best practices and practical tools for strategic account management, in a learning laboratory format where participants have significant opportunity to develop or refine actual account plans while receiving advice and coaching from expert instructors.

STRATEGIC THINKING

PROGRAM OVERVIEW

Sales and account management success increasingly requires the ability to be seen as a trusted advisor to customers, and to engage at a strategic level with senior executives. This requires thinking more broadly and deeply about problems and their causes, about opportunities, and about the broad and complex business landscape in which customers operate. This course provides practical frameworks and tools to enhance participants' ability to think like senior business leaders, build credibility with executives, and provide strategic insights to customers.

STRUCTURED COMMUNICATION

PROGRAM OVERVIEW

Clearly and persuasively explaining complex ideas to senior executives and other stakeholders — at customers, as well as internally — is a critical skill for sales and account management leaders and professionals. In this program, participants learn how to bring coherence to complex information and concepts, and deliver new insights, recommendations, and proposals in ways that are engaging and compelling, and tailored to the specific interests and expectations of different audiences.