

Go-to-Market Development Workshop™

Go-to-Market Development Workshop™ is a sales communication development workshop with focus on sales messaging and solution content definition. The core concept is to deliver and design sales ready messaging that allows sales people to manage complex business discussions with customer's senior management. The other objective is to apply agile methods to define service offering and its content to be applied during the sales process.

Agenda

- Rapid development process of sales communication support material
- Focus on creating CCSE™ Messaging Prompters® or service descriptions
- Minimize the number of workshops and focus on the document delivery
- A parallel one-off project to harmonize sales support material

Why

- Standardized messaging - sales people develop and delivers sales messaging “on the fly”
- Minimize scope creep - avoid misalignment between service delivery and service sales
- Avoid difficult language - internal documentation is normally too complex and feature focused
- Save time - defining all service offering takes too much time and are normally too detailed

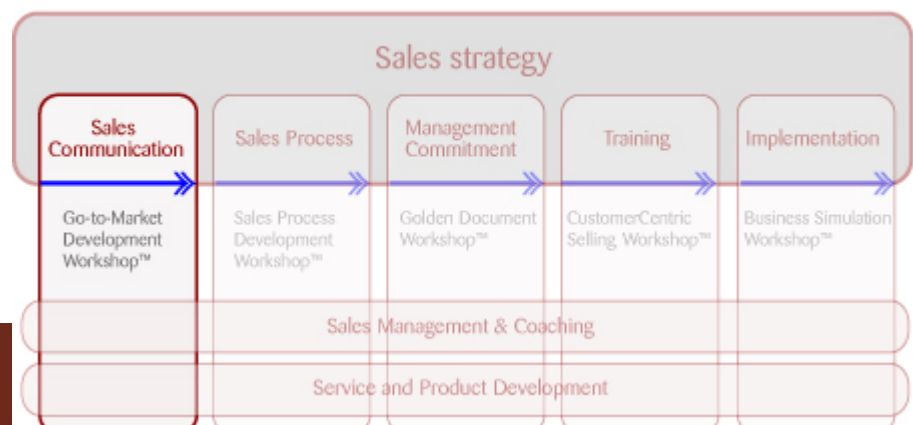
To Whom

- The focus-group takes care of the deliverables with the internal knowledge from
 - Marketing, service and product management
 - Presales and sales engineers
 - Sales management

Deliverables

- Hands-on customer meeting material as agreed that can be integrated to the sales process and workshop material accordingly
- How to communicate in the first pro-active sales meetings
- Input for customer leaflets, reference story, sales development material, service descriptions

Five-step-approach™



Success Story Case Example – Sales Communication

Customer Challenge

An industrial service company was successful in selling services, however, after a period of time they realized that service profits were decreasing dramatically. One of the main reasons to this turned out to be pricing - service engineers and customer support delivered the services but did not always charge the correct price for the services delivered.

Solution Provided

Customer Centric Selling Europe™ was asked to resource, manage and deliver a project where the number of individual service concepts was reduced from 140 individual service concepts down to 50 well defined service packages.

Result

Immediate impact on service profitability as service and customer support were able to better communicate the right service content and agreed service levels and appropriate pricing. Within 8 months service sales profits were improved by over 15 %.

Why Customer Centric Selling Europe™?

The Customer chose Customer Centric Selling Europe™ because they had a documented methodology with references to conduct the project. The project was delivered in less than three months.

