



**Comprehensive
Empowerment**

Selling in Complex Situations

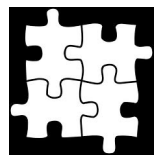
When projects rely on decisions made by multiple contributors it is difficult to understand the situation. A systematic and structured analysis becomes, then, crucial.

What is in it for me in this workshop?

- 🔗 Qualifying high-potential deals
- 🔗 Defining tactical actions logically
- 🔗 Taking over or having others taking quickly over complicated projects
- 🔗 Finding all contributors in a decision-making process
- 🔗 Defining roles played and exerted influences
- 🔗 Identifying how the different contributors perceive their situation
- 🔗 Identifying how the different contributors perceive us
- 🔗 Visualising the whole project on an A4 document
- 🔗 Defining actions which contributor, while tracking progress once the project starts



Understand



Integrate



Practise

Keep intuition and instinct - Add structure and strategy!

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Agenda

Methodology

DAY I

- Reminder of the Structure of selling benefits
- Reminder of the different tools at each step
- The DiSC Model

- Cartography of a Project
- Types of Contributors in a Decision-Making Process
- The CUTE Model

- Roles in a Decision-Making Process
- Perception of the situation by each Contributor
- Perception of our solution by each Contributor

- Strategic Grid
- Strategic Grid's alerts
- Actions for each alert

DAY 2

- Examples of Strategic Grids
- Case Studies in subgroups
- Establishing a Strategic Grid for each case
- Taking concrete action in each case



Subgroup Discussions



Role Plays/ Exercises



Tools, Models, Methods



Illustrative Videos



Role Plays/ Exercises

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