

Selling in Complex Environments

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

🎤 Taking over or having others take quickly over complicated projects

🎤 Finding all contributors in a decision-making process

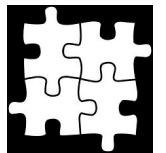
🎤 Defining roles played and exerted influences

🎤 Identifying how different contributors perceive their situation and us

🎤 Visualising the whole project on an A4 document and defining tactical actions



Understand



Integrate



Practise



Subgroup Discussions

DAY 1

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



Role Plays/ Exercises

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



Tools, Models, Methods

- 👤 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 actions in each case



Illustrative Videos



Role Plays/ Exercises