



Mastering Technical Sales: Skill Building Workshops

MTS-203 : Applying Solution Selling To RFP Responses, Trials and Proofs of Concepts

In many pre-sales organizations, over 50% of potential customer-facing time is spent completing RFP responses and conducting trials and onsite proofs of concept. Can your organization afford to have this much time tied up in often ineffective and inefficient selling activities with no plan for eventual success? This workshop can either map to your own processes or utilize our methodology to lower your RFP response rate, increase your win rate and raise your conversion rate for onsite trials.

Workshop Outline

- RFPs
 - The Customers Viewpoint
 - Short-Circuiting an RFP
 - Setting the Battleground
 - Should We Respond?
 - Delivery and Follow-Up

- Trials and Proof of Concepts
 - Why You Need A Process
 - Getting Ready
 - Mapping Success Criteria to Sales Methodology
 - Documenting Your Progress
 - Finishing Strongly
 - The SE Management Role



"Our RFP win rate tripled over the course of 18 months"

■ Area Sales Director

"We now have one global, process-driven system for conducting a Proof Of Concept. You can pick up an engineer from Toronto and drop him in Miami and the methodology is the same."

■ Senior Vice President of World-Wide Presales