



Mercuri International

# OPPORTUNITY TO ORDER



# PROGRAM OVERVIEW

**Mercuri International**

## WHY OPPORTUNITY TO ORDER?

A salesperson might have several opportunities to consider. However, not all the opportunities are worth going for and it's crucial to learn how to distinguish them.

Following this path, the participants discover how to analyze and manage an opportunity and turn it into a successful sale!

### AUDIENCE

All sales professionals who want to increase their chances to convert an opportunity into an order.

### DURATION

Digital content: **1 hour 30 min**

### DELIVERY FORMAT

100% digital or in combination with face-to-face or virtual classroom.

Videos, interactive content, exercises, questionnaires, downloadable documents. All material is supported on laptops, tablets and smartphones.



# PROGRAM OVERVIEW



# CONTENT OVERVIEW

**1**

## ASSESSING THE OPPORTUNITY

- Key information to master when assessing an opportunity
- Is it real? Is it attractive? Can you win it?

**2**

## SOLUTION STRATEGY

- Six selling situations and how to face them
- Opportunity management

**3**

## CONTACT ALIGNMENT

- The players
- The SETUP model
- The power balance
- What attitude the players have
- Individual alignments

**4**

## PRESENTING THE SOLUTION

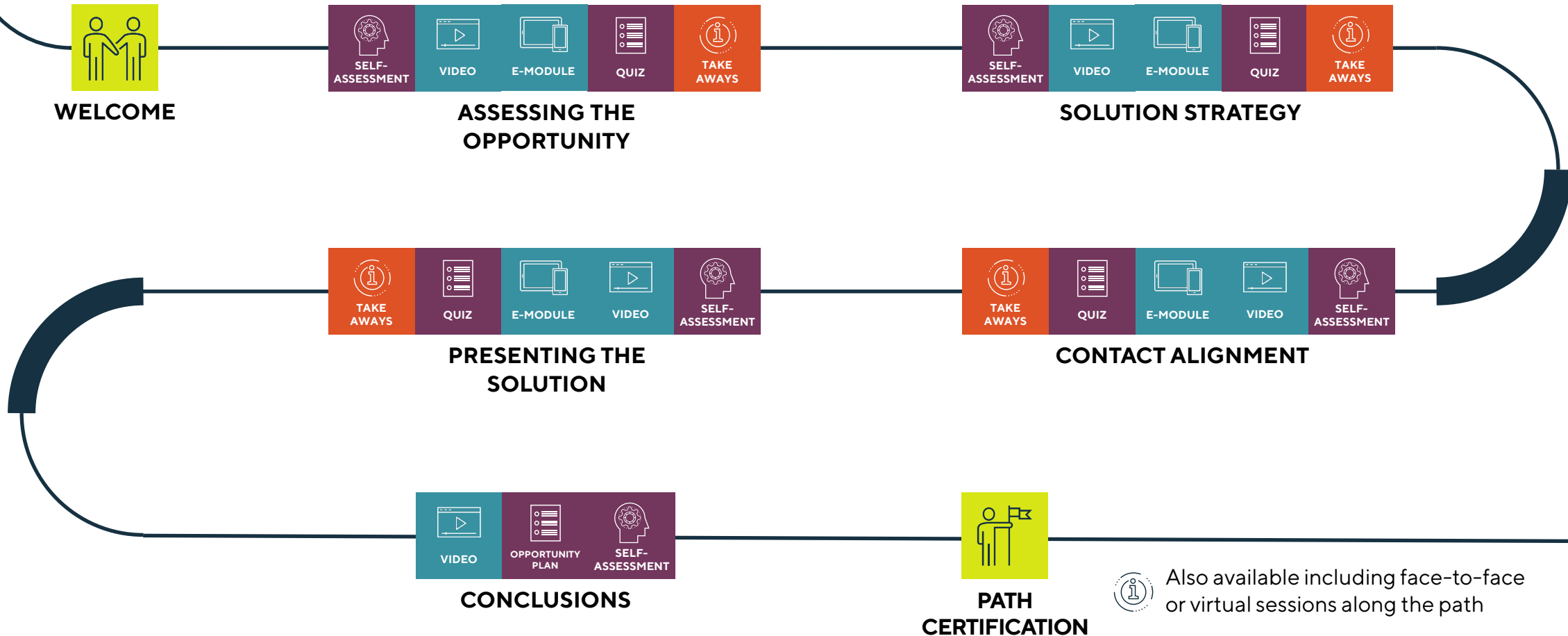
- Customer's buying process
- How to structure the presentation of a solution
- Selling value
- Which tactic can you use?

**5**

## CONCLUSIONS

**Opportunity plan**

# LEARNING PATH



# BOARDGAME

During both the virtual and F2F classrooms, participants play the O2O boardgame, which leads them through the 4 steps of the process. Working in groups, they test their acquired skills and practice:

- Analyzing an opportunity to find out if it's real, attractive and if there is an opportunity to win it
- Defining the best solution for the specific selling situation
- Aligning the contacts involved in the opportunity
- Presenting the solution



# OPPORTUNITY PLAN

This tool is a guide that **helps participants reflect on any opportunity** by analyzing the different stages of the opportunity management, understanding the information available and defining the strategies and tactics that can be applied, with the aim of **maximizing the chances to win**.



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O2O OPPORTUNITY PLAN

**ASSESSMENT**

**ATTRACTIVE?**

1. How much volume of business at stake?

2. Is the margin?

3. Can the opportunity lead to more?

4. Is the opportunity a threat for the company?

5. Will strategic products or services for your company?

6. Is there a low level of technical difficulties?

If you scored less than 6 points, the opportunity is not very attractive to you and you might consider not to go for it





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GROW YOUR PEOPLE,  
GROW YOUR BUSINESS

