



# Opportunity to order

---

Mercuri International

# Program overview

## 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, you 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 materials are compatible with laptops, tablets, and smartphones

# Program overview

## **1. Assessing the opportunity**

Understand which opportunity is worth being investigated, meaning if it's real, attractive and if there are chances to win it

## **2. Solution strategy**

Build a winning solution, considering two important factors: the selling situations and the tactics that can be applied in each situation

## **3. Contact alignment**

Identify and properly interact with the different players in the decision-making team, who have different roles, amount of power and a specific attitude towards the salesperson

## **4. Presenting the solution**

Grab the audience's attention with a successful presentation that includes: a powerful opening and closing, the value of the presented solution, relevant elements referring to the sales situation, and the application of the appropriate tactics

# 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?

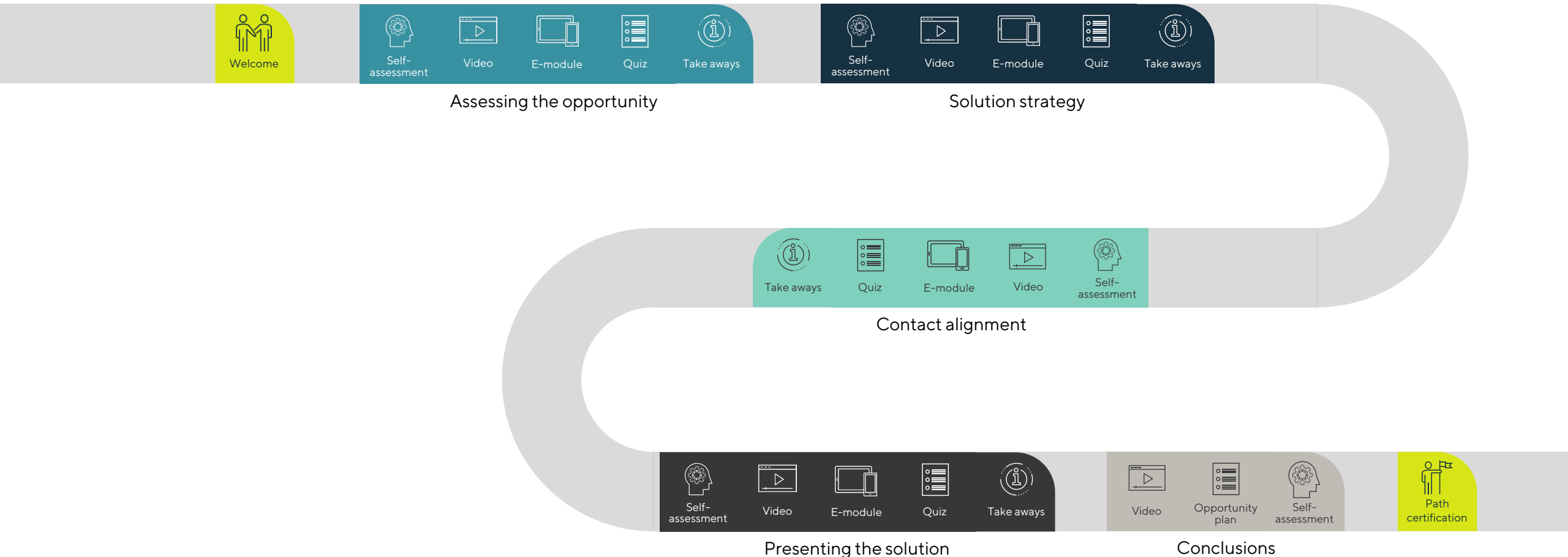
5

## Conclusions

- Opportunity plan

# Learning path

 Also available including face-to-face or virtual sessions along the path



# Boardgame



During both the virtual and F2F classrooms, you play the O2O boardgame, which leads you through the 4 steps of the process. Working in groups, you test your 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 you 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.





---

Grow your people  
Grow your business

