



MERCURI  
international

# Mercuri International

## OPPORTUNITY TO ORDER



## WHY OPPORTUNITY TO ORDER?

As a salesperson you 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**.

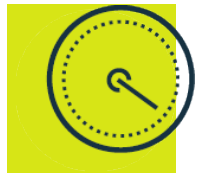
Follow this hybrid path to discover how to analyze and manage an opportunity and turn it into a successful sale!





## AUDIENCE

All sales professionals who would like to increase their chances to convert an opportunity into an order



## DURATION

**1 hour 30 min** of digital learning  
**2 days** of F2F classroom or  
**8 hours** (over 4 sessions) of virtual classroom



## FURTHER INFORMATION

This hybrid path contains videos, interactive content, exercises, questionnaires, downloadable documents, live classroom sessions (virtual or F2F), with a gamified approach, to make the experience more fun and exciting. All content is adapted for laptops, tablets and smartphones



## TRAINING COURSE OVERVIEW

**Step 1: Assessing the opportunity**

**Step 2: Solution Strategy**

**Step 3: Contact alignment**

**Step 4: Presenting the solution**



## ADDITIONAL TOOL: OPPORTUNITY PLAN

This is a tool that helps analyzing and managing an opportunity, taking into account all factors and each step of the process.



# TRAINING COURSE OVERVIEW

# CHAPTER 1: ASSESSING THE OPPORTUNITY

## Is the opportunity real, attractive and winnable?

Discover the reasons why an opportunity needs to be analyzed and the factors that have to be considered before going for it. Find out:

- If you have got all the information needed about the opportunity
- If there is a need, a budget and a deadline for the decision
- If some aspects such as the volume of business, potential margin and future business are attractive for you
- If, according to your know-how of the client, their attitude, the competitive situation, the contact power and your available means, you can see opportunities to win



# CHAPTER 2: SOLUTION STRATEGY

## How to build a winning solution

To build a winning solution you need to take into account 2 important factors.  
You will explore:

### The 6 selling situations

You have to consider in which selling situation you are. The client might be either very interested and willing to work with you or not positive towards you

### The tactics per situation

According to the selling situation, you can apply different tactics, which will allow you to prove your solution is the best offer for your customer

You will discover how to recognize the selling situation you are in and which tactic is effective for it.



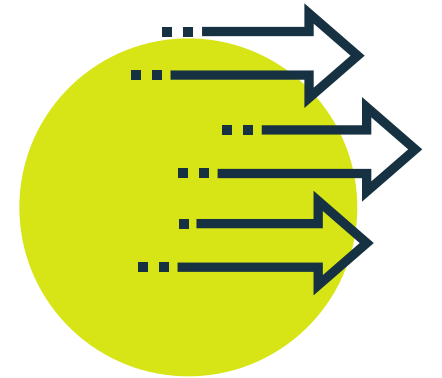
# CHAPTER 3: CONTACT ALIGNMENT

## The opportunity players

There might be different players in the decision making team, with different roles and amount of power. To help you define the profiles you deal with in an opportunity, you will discover:

- The SETUP device, which clarifies the different roles (Strategic, Economic, Technical, User or Project Leader)
- How much power of influence each player can have
- What are the possible attitudes they can have towards you

Eventually, you will find out 5 different profiles: Allies, Hesitant, Strong Supporter, Trouble Makers and Dangerous. You will be given some tips on how to increase or reduce their influence, with the aim to reinforce your position.



# CHAPTER 4: PRESENTING THE SOLUTION

## Build a successful presentation

To build a successful presentation that will attract your audience's attention, it's very important you follow some specific steps. Discover how to:

- Build a good opening and closing
- Highlight the value of your solution
- Include all the relevant elements of the right presentation structure
- Adjust your presentation according to the selling situation you're in, applying the appropriate tactics

