

Strategic Selling® Government Participant Program Syllabus

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Top business developers in the Government marketplace realize that gaining a competitive position is only half of the battle in a complex sale that involves responding to a Request For Proposal (RFP). If you can't leverage and communicate your winning strategy via an effective written or oral proposal, you can't close the deal. *Strategic Selling® Government* is designed for companies working in or seeking work in the Government marketplace that want to strengthen their ability to **turn competitive advantage into winning proposals**.

Strategic Selling® Government helps bridge the gap between your business development team and your proposal specialists. It provides a structured, repeatable process to develop proposal strategy that integrates buying influence needs and wants in your proposal volumes. During the workshop, business developers will gain a deeper understanding of the many complex, and often competing requirements that must be addressed when responding to a complex RFP. This includes the key internal information needed to gain executive management commitment to the opportunity and to obtain the resources needed to win. Proposal development specialists will learn the Miller Heiman language and how to use facilitation techniques to get key information from business developers. Both will learn how teamwork, communication, and collaboration can make the difference between success and failure.

What You'll Learn

- How government agencies buy within the complex legal and regulatory framework
- The importance of gaining access to key decision makers early in the process
- Identify and address the needs of all the people who will influence the buying decision
- Locate and develop effective coaches for your sale
- Access the final decision-maker quickly and more effectively than your competition
- Distinguish between personal wins and business results—and avoid the danger of assuming that they're the same
- The critical internal and external activities companies engage in to create winning strategies
- Conduct strategy brainstorming sessions to determine “what” you need to do in the proposal to win
- Use the internal sale to get the resources you need to win
- How to realistically assess if you are ready to respond to the RFP

Why You Should Attend

Strategic Selling® Government is designed for business developers, sales managers, sales professionals and proposal development specialists working in complex selling environments, with multiple decision makers and long sales cycles. Participant's work on their own real business opportunities to create winning strategies and action plans that will increase your win probability and enhance proposal development once your RFP arrives.

- Are you spending time after the RFP arrives trying to develop your strategy?
- Are your business developers fully aware of the complexities involved in responding to an RFP?
- Are your proposal specialists fully integrated into strategy development and action planning well ahead of the RFP?
- Do you know with certainty what you must do to win well before an RFP arrives?
- Is your executive management bought into the opportunity and providing access to all the resources you need to win?
- Are you identifying and addressing all of the critical bid readiness factors to be fully prepared for the RFP?

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Strategic Selling® Government Overview

In the *Strategic Selling®* Government program you will learn, apply, and practice the following opportunity management and strategy development tactics.

The Sales Process

- Understand how complex sales demand a structured and repeatable sales process
- Identify Strengths and Red Flags to drive your strategy and action plan
- Understand how to clearly define each opportunity as a Single sales Objective

The Sales Funnel

- Discover an effective balance between the four types of selling work
- Identify key activities at each step of the funnel to help develop effective win strategies

Selling to a Government Agency

- Understand the lengthy and complex Government sales cycle, and the legal and regulatory framework that drives the decision making process
- Learn the importance of gaining access to key decision makers very early in the process

Define the Players: The Four Buying Influences

- Avoid the common dead end by focusing on players' roles, not their titles
- Learn why an uncovered base with any Buying Influence could give your sale to the competition

Degree of Influence

- Differentiate the varying Degrees of Influence for each Buying Influence
- Define the factors that affect the Degree of Influence, ranging from internal politics to organizational changes
- Learn why it is important to cover people who have a low Degree of Influence

Modes

- Learn how understanding each reaction to change helps predict receptivity to the sales proposal

The Win-Win Matrix

- Ensure wins for your customer and yourself
- Discover the four possible outcomes of every sale, and why three of them are recipes for disaster

Getting to the Economic Buyer

- Uncover the three problems in getting to the Economic Buyer
- Establish your credibility by providing the one thing the Economic Buyer always wants

Developing Proposal Strategy

- Differentiate between great pursuit managers and great proposal managers
- Engage in a team-based collaborative process to build your proposal strategy
- Gather and assess critical program information
- Identify and develop strategies for all of the internal factors that could derail your bid opportunity
- Ensure you have a clear view of the external environment and that it is shared among the entire pursuit/proposal team
- Identify the four specific types of competition, and understand how focusing on the competition can be just as dangerous as ignoring it.
- Use facilitated strategy brainstorming sessions to determine *what* you need to do to win each critical proposal factor before an RFP arrives

Strategic Analysis: The Government Blue Sheet

- Pull it all together into an action-based strategy for a structured, proven, 60-minute sales analysis
- Illustrate who should do what and when to move your sale toward a close

Winning the Internal Sale

- Identify the critical bid readiness factors that must be addressed prior to the RFP release
- Use these factors to prioritize and drive your strategy and action plan