

Strategic Selling® Government

ILT Program Agenda

MILLER
HEIMAN™

DAY ONE

- 8:30 – 9:00 a.m. Introduction
- 9:00 – 9:45 a.m. Course Overview
Strengths and Red Flags
Single Sales Objective
Sales Funnel
- 9:45 – 10:15 a.m. Selling to an Government Agency
- 10:15 – 10:30 a.m. BREAK**
- 10:30 – 12:00 p.m. Buying Influences
Degree of Influence
Buying Influences Workshop
- 12:00 – 1:00 p.m. LUNCH**
- 1:00 – 2:30 p.m. Buying Influence Modes
Buying Influence Ratings
Ratings Workshop
- 2:30 – 2:45 p.m. BREAK**
- 2:45 – 3:15 p.m. Getting to the Economic Buyer
Economic Buyer Workshop
- 3:15 – 4:30 p.m. Win-Results
Win Results Workshop
- 4:30 – 4:45 Evening Opportunities

DAY TWO

- 8:30 – 8:45 a.m. Questions Day
Day II Overview
- 8:45 – 10:00 a.m. Proposal Strategy Development
Pursuit/Proposal Team Integration
Gathering Information
Core Team Staffing
- 10:00 – 10:15 a.m. BREAK**
- 10:15 – 12:00 p.m. Ideal Customer
Ideal Customer Workshop
- 11:05 – 12:00 p.m. Proposal Strategy Development (cont'd)
Assessing the Internal Environment
Assessing the External Environment
Competition
Initial Strategy Brainstorming
- 12:00 – 1:00 p.m. LUNCH**
- 1:00 – 2:30 p.m. Government Blue Sheet Group Session
- 2:30 – 2:45 p.m. BREAK**
- 2:45 – 4:15 p.m. Winning the Internal Sale
Bid Readiness Assessment Workshop
- 4:30 – 4:45 p.m. Implementation
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