



smop - strategic management of prospects



by Buki Mosaku

International consultant, highly sought-after speaker and corporate sales trainer

www.rosacad.com

smop - strategic management of prospects

This workshop is designed to ensure the sales team increase revenue by managing prospects effectively. It will build simple strategies into the selling/ account development day that will automatically move your most important business relationships forward, de-emphasise less important relationships, improve the accuracy of sales forecasts and help you close more business in order to hit target.





Strategic Management of Prospects
smop™

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course overview

This workshop is designed to ensure the sales team increase revenue by managing prospects effectively. It will build simple strategies into the selling/ account development day that will automatically move your most important business relationships forward, de-emphasise less important relationships, improve the accuracy of sales forecasts and help you close more business in order to hit target.

who should attend?

Anyone who has responsibility for initiating fresh new business relationships from scratch, developing new business from existing accounts or is involved in supporting these activities.

objective

The Strategic Management of Prospects methodology demonstrates how to accurately gauge the probability that prospects at each stage of the sales cycle will be brought to a successful close. Placing this information in visual terms lets salespeople and account managers quickly see the relative strengths and weaknesses of their prospecting/account development efforts so that they can allocate their time more effectively. It also enables management to quickly identify problem areas to troubleshoot, coach and to accurately forecast future sales revenue. This is more pragmatic than the traditional funnel system used by many organisations as it is based on actual prospect commitment as opposed to "gut feeling".

having attended this event you will be able to:

- Close more new business sales.
- Develop more new business from existing accounts.
- Carefully define and rank prospects according to action and commitment rather than gut feeling.
- Increase accuracy of revenue forecasts.
- Differentiate between a candidate/suspect/lead, and a prospect.
- Recognise NO answers even when they don't have the word NO attached to them.
- Increase understanding of real sales activity through visual representation.
- Increase your awareness of the importance of prospecting on a regular basis.
- Calculate how many meetings are necessary to hit quarterly and yearly targets.
- Increase time management skills by providing a realistic time framework for the sales cycle and indicating how time should be most profitably spent.
- Improve your effectiveness as a sales person by using the system as an effective tool for self coaching.
- Have a consistent clear format for effective one on one or group sales meetings.

course style

This course is highly interactive and participative and will provide opportunities for individuals to apply workshop methodology on actual new business prospects and prospects in existing accounts, strategise to move relationships to the next step, and develop a time based action plan designed to drive more sales and meet and exceed sales targets.

course duration

1 day delivery and two day follow through sessions.

pre-workshop requirements:

Please bring a list of your forecast business/prospects for 2012. This can be in spreadsheet form as long as the information is easily accessible during the workshop. Please fill out the very short pre- workshop questionnaire and return it by 10 days before your programme. with customising the programme.

smop[™] - programme agenda

8:45 a.m	Introduction and welcome The sales cycle The time factor The SMOP [™] board Defining prospect criteria
10:30 p.m	Break Ranking mock prospects Mock prospect analysis/discussion
1:00 p.m	Lunch break
2:00 p.m	Ranking actual prospects Prospect analysis/discussion Formation strategies Tracking changes over time Forecasts Prospect strategy activity planning Action Steps
5:30 p.m	Conclusion

about your trainer – Buki Mosaku

Buki Mosaku is the founder of Inquire Management and Results Oriented Sales Solutions a corporate development and sales training consultancy. He has trained thousands of sales people of all levels working with companies such as Royal Dutch Shell, Motorola, Arkadin, Aviva Investors, GLG Partners, Marsh, Willis, Prime, Fidelity, Gartmore, Threadneedle, Marsh, Heath Lambert, Locktons, SBJ, Alexander Forbes, AON, Goldman Sachs, JP Morgan, Morgan Stanley, HSBC, Dun & Bradstreet, Lloyds TSB, Standard Life, Fidelity International as well as mid-market and start up companies across Europe, Asia and Africa.

He is the author of Fast Track-7 Steps to Generating More Prospects, Closing More Sales and Growing Existing Business, ROAM™ - Results Oriented Appointment Making, Coaching Strategy for ROAM™ workshop, ROAR™ Results Oriented Accelerated Referral System, ROSS™ - Results Oriented Selling Skills, ROSM™-Results Oriented Sales Management, Coaching and Development for TSS™ workshop and PETS™ - Peak Efficiency Telephone Selling Skills audio programmes. He has also appeared in the Times and regularly appears as a guest on BBC radio sharing his views on sales, business development and staff motivation.



"Buki's training was delivered energetically and enthusiastically and was enjoyed by all participants. His approach helped provide focus and structure to the team's activities leading to the progression of a number of leads".

Nicholas Birchall Head of UK Defined Benefit Client Relations



"Buki has worked closely with our sales teams in Europe, the US and Asia. He not only provided training that helped increase the productivity and effectiveness of the sales and account management teams, but helped us fine tune our pipeline management methodology. We've found working with an experienced third party to be a valuable experience".

Colin Berthoud, Founding Partner



"I found the time valuable It gave us all a common understanding of what we can be doing to improving the effectiveness of the teams and ultimately to bring in more sales".

Kevin Stineman, Global Sales Director

Deutsche Bank

"Buki's wealth of knowledge in selling skills is second to none. His training style is fun, clear, concise and his delivery full of energy" Bev Gardener, Sales Consultant



"I liked the enthusiasm and the simplicity of the model" Monique Stephens, Institutional Sales Manager



"Quick, short, sharp and refreshing... a new approach" Ian Mackay, Consultant.



"Very Good. Upbeat style, simple tips and techniques to improve results..."Gerard Hutchings, Head of UK Pensions, Business Development, Aviva Investors



"Thank you for providing such a well structured and enjoyable training session for my team. Chris Warren, Head of Broker Liaison – Schroders



Just a note to say how much I enjoyed your course last week-really worthwhile and I learnt a lot...



"Buki has an infectious style and personality. As a business we have used his services on numerous occasions for the personal development of our staff - I would personally recommend his services to anyone....that wants to succeed.

Buki utilizes some simple but interesting methods which were both fun and effective. I still have his stress ball on my desk! – but you would have to attend a session to find out what that is about....." Brian Boehmer, Director and Partner, Lockton Companies



The feedback was very positive and even the most 'hardened' sales trainers in the audience came away with something new".
Fergus Craig, Training Manager – HSBC



"Arkadin have utilised Buki Mosaku's unique training programme on several occasions, he has an inspirational style and a sales methodology that has an immediate impact on the sales performance and energy of the team... this in turn generates increased revenue and improved results. Leo Ripley, UK Sales Director, Arkadin



Buki Mosaku is a credible trainer-he deals with real situations. Very practice...targeted focused training
Mark Browning, MD Production ITN



"...The team were really impressed and pleased... This has helped the team tackle the subject matter with more vigour and confidence. Some simple yet helpful techniques...we're positive that the results will continue."

Laurence Smith | Senior Client Manager
AON Limited | Private Clients



"Many thanks again for a great session really enjoyed it - some very helpful tips...for the Account Managers - look forward to the next sessions!!"

Myra Lyons, Senior Account Manager, Digital Look



a Morningstar company

I thought I would drop you a short note to say thank you for a most enjoyable course last week. I have been on many training courses over the years but I have to say yours was quite inspiring. Charlotte Phillips, Senior Account Director Hemscott IR



"I have worked with Buki Mosaku on several projects and each time he has provided a fresh, innovative approach with plenty of enthusiasm. He is an excellent motivational speaker and a talented coach. His series of 'results oriented' workshops and seminars provide key tools for anyone wishing to hone and improve their sales communication skills. I recommend Buki to anyone wishing to enhance the quality of their sales and customer focused operations." Nigel Brittle, Group Chief Executive, Personal Group

MARSH



"Just wanted to say thank you for the training that you undertook for my team last week - feedback has been really good from the team ..." Tracy Ashton, Head of Client Services, Commercial



"...Mr Mosaku is an excellent trainer... the delivery was outstanding. This has meant a definite positive impact in sales performance and improves margins..."
Nik Patel, Head of Sales - Motorola Govt & Enterprise Business Middles East & Africa



I have used Buki Mosaku a number of times over the last few years; both for one-on-one coaching and for group training sessions. On each occasion I have found him to be highly effective and to have met and exceeded the objectives we agreed with him...

I am happy to say that Buki has not only significantly improved the results I have achieved whilst working with him, but helped me (and my team) develop skills that can be used time and again, in all walks of life, to achieve the results that we want.

Matt Surfleet Head of Account Management



We have used Buki and Inquire Management many times over the past few years. Buki's energy and delivery style makes his training so effective. His enthusiasm and belief in the knowledge he imparts has an amazing impact on those he trains. His preparation prior to training sessions is second to none and execution slick, fun and powerful.

Karen Barnett, Human Resources Manager – Old Mutual Asset Managers (UK) Ltd