

Winning Work: Strategies for Business Leaders

Overview

This two-day programme is designed to bring business leaders together to ensure that they agree upon and drive through a best practice approach to advancing 'winning work' skills and competency within the organisation. The programme focuses on the senior leadership team's collective styles and how this impacts on their approach to winning work throughout the business. The course results in agreed team actions to drive an organisational culture of winning work and CRM. Ideally there is a gap of 2-4 weeks between Day One and Day Two.

Contents

Day One

Understanding bid management and effective bid leadership
The business leadership team profile, personal preferences and attitudes towards winning work and the impact on the organisation's winning business culture
Identifying and mapping the current approach to managing business winning processes
Goal mapping, gap analysis and planning for change
Goals quadrant action planning tool and agreeing key objectives
Leading and motivating others – action centred leadership

Day Two

Client buying processes and the decision-making process model
Understanding different 'maps of the world' and instilling this understanding in others
Building rapport in client relationship management and practical exercises
Establishing value to the client repeatedly and leading team members to do the same
Influence, persuasion patterns and objection handling
Final action plans are agreed