



# GPiLEARN™ Users <sup>2010</sup>Conference

May 4-6, 2010 | Hyatt Regency | Austin, TX

## Selling Training to Senior Management



**I could sell training to Senior Management  
more successfully if I...**





- 1 Define organization's goals, strategies & KPIs**
- 2 Baseline current state performance & id stakeholders**
- 3 Define change scope & solution**
- 4 Estimate potential business costs, benefits & risks**
- 5 Examine performance**
- 6 Selling**

# 1 Define organization's goals, strategies & KPIs

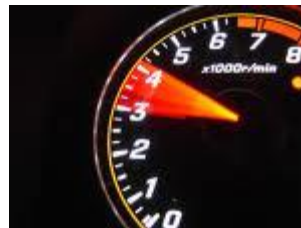
A



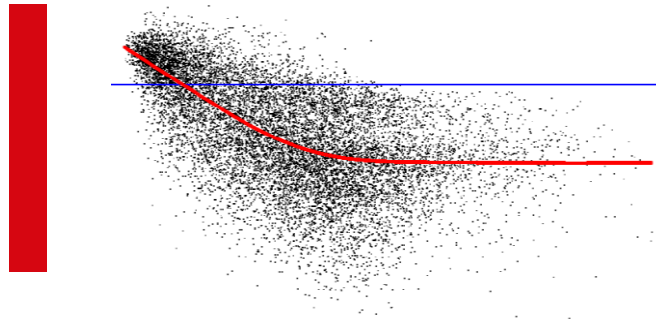
B



C



## 2 Baseline current state performance & id stakeholders



### 3 Define **change scope** & **solution**



# 4 Estimate potential business costs, benefits & risks

A



B



C



# 5 Examine performance





# 6 Selling

**Business**

**Process**

**Communication**

**Meeting**

**Motivation**



# 6 Business

**Relationship**



**VS**

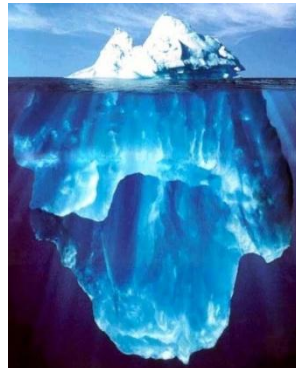


**or**

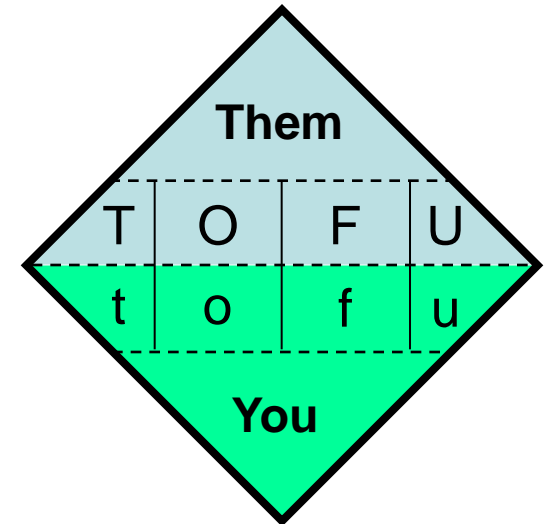


**Value**

- **Cost**
- **Usage**
- **Market**
- **Esteem**



- **Technical**
- **Other**
- **Financial**
- **User**



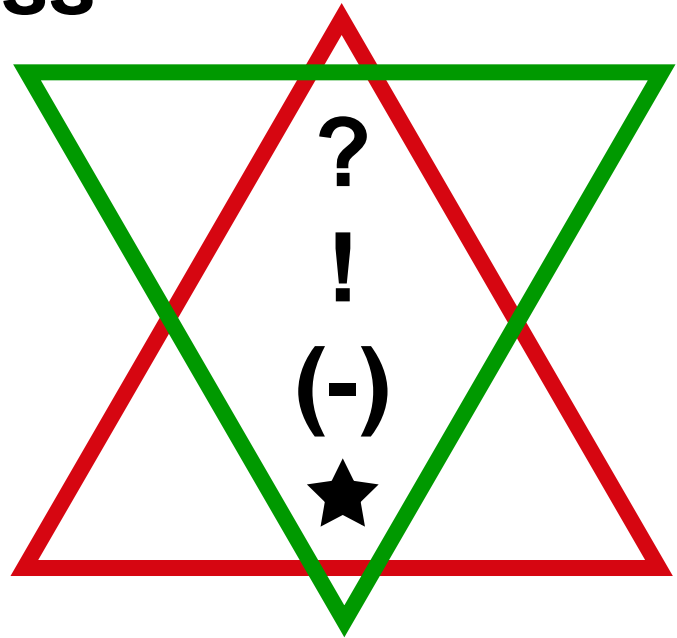
## 6 Process

### Sales schools of thought

- Question for Need
- Communicate Value
- Manage Objections
- Gain Commitment

### Collaborative approach

- Value Proposition
  - Issue – Action – Impact
- Validate
- Co-development
- Define the relationship going forward



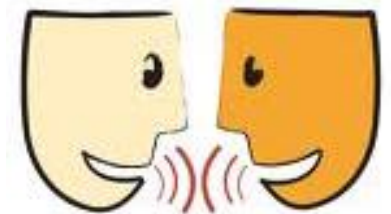
# **6** Communication

## **Non-verbal**

- **Smile**
- **Open**
- **Forward**
- **Territory**
- **Eye**
- **Name**

## **Eye-mind control**

- **Touch-turn-talk**



# 6 Meeting

## Guidelines

- Objective, agenda, outcome
- Roles
  - Facilitator
  - Scribe
  - Time-keeper
  - SME

What	Who	When

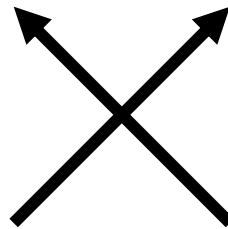


# 6 Motivation

- Perception = Expectation : Delivery
- Need satisfaction

## Your Needs

- 1.
- 2.
- 3.



## Their Needs

- 1.
- 2.
- 3.

## Your Satisfiers

- a.
- b.
- c.

## Their Satisfiers

- a.
- b.
- c.



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*"That's all Folks!"*