

## Build value-based relationships with targeted buyers

Understand where you can add value to new and existing customers, and how to use this understanding to gain their interest and loyalty



An interactive one-day workshop that will give you new insight into seller-buyer communications and motivations

How can you change the conversation with buyers to be about more than just price?

Participants will learn how to identify the ways in which they can bring value to customers and to use this understanding to initiate relationships and offer solutions that create lasting value for both parties.

Do you:

- ✘ Want to better understand your customer's buying motivations?
- ✘ Need to have a dialogue with the customer that is about more than price?
- ✘ Struggle to extract information from customers that you can use to improve your services?
- ✘ Feel under-prepared for the challenge of starting new conversations with targeted customers?

Learn how to:

- ✓ Gain insights into your customer's world by mapping their relationships with their customers and competitors
- ✓ Utilise industry knowledge to understand and create value that this customer will recognise
- ✓ Practice effective techniques to gain traction with buyers and collaboration from suppliers
- ✓ Arm yourself with a set of simple tools and skills that you can immediately put to use to increase customer engagement and enhance existing relationships

### WHO SHOULD ATTEND?

- Opportunity Managers
- Business Developers
- Sales Professionals
- Sales Management
- Project Managers
- Anyone who talks to the customer and is responsible for identifying opportunities and developing a win strategy.

*"Very engaging, informative and interactive workshop – supported by knowledgeable and expert facilitation as well as supported by good materials"*

*"Every organisation needs this workshop."*

This instructor-led online or face-to-face course is delivered in in a single day, with breaks to complete case study exercises.



## COURSE CONTENTS

### Understand customer-supplier relationships

- **Exercise:** Picturing the customer's role
- **Exercise:** Factoring in your customer's competitors
- The elements of customer-focused value

### Focus on the customer

- Define the opportunity
- Align with the customer's buying cycle
- Prepare before you engage
- Learn about the customer's customer
- **Exercise:** Completing the Planner –1.The Customer's Customer
- Review the competitive environment
- **Exercise:** Completing the Planner –2.The Customer's Competitors
- Use PESTLE to assess the industry environment
- **Exercise:** Completing the Planner –3.The Customer's Industry Environment

### Expand your knowledge

- Do online research

- Use indirect contacts to build your knowledge
- Check your own competitive standing
- Focus on areas where you add most value
- **Exercise:** Identifying where you add most value

### Realise value from your own suppliers

- Build your suppliers' knowledge of your business environment
- Build supplier relationships that add to your value

### Gain access to your customer

- **Exercise:** Selecting key topics for discussion
- Be able to make your value clear
- **Exercise:** Developing a value benefit statement for your target customer
- **Exercise:** Evaluating sales calls
- Use the Contact Planning Worksheet

### Create valuable relationships

- Build the relationship

- Apply the same thinking to downstream supply chain relationships

### Review your position

- Take time to review your progress with the customer
- Continue building customer relationships

## WORKSHOP MATERIAL

- Shipleys Capture Guide
- Shipleys workbook
- Tools and templates



## DIGITAL BADGE AND CERTIFICATION

On completion of the workshop you will receive a **digital badge** which you can share via social media.



SHIPLEY  
**CERTIFICATE  
OF ATTENDANCE**

*Customer  
Focused Value*

This training can also contribute to your certification in Shipleys best practice.



For more information about how to achieve certification, check out our website.