

Course Title: Mastering Pre-Sales Consulting

Duration: 6 hours

Target Audience: IT Presales / Consulting professionals with minm. 06 months Presales/Solutioning/Consulting experience

Module – 1: Understanding & Revalidating the Sales Cycle

- Purpose of Sales, complete Sales life-cycle
- Correlation of Presales / Consulting with Sales
- Balancing effort vs results

Module – 2: Strategic Importance of Presales, Consulting & Sales-support

- Avoid risk of Presales Consultants ending up as 'unsung heroes'
- How to Establish compelling value and strategic importance of Presales/Consulting
- Ways to earning fair share of success, limelight, recognition

Module – 3: I am the CEO of my professional career

- My motivations of choosing a Presales/Consulting/Sales-support job role
- Understanding my Goals, KPIs and Achieving results via Territory Planning
- Personal Branding – what am I best known for
- Team Building, Collaborative Influence, Coaching – Mentoring, Performance Management
- Negotiation Skills, handling difficult customers & overcoming objections
- Communication & Presentation Skills
- Discipline, Time Management, Execution on Commitment
- Process Management, Continuous Improvement, Capitalizing Change
- Passion for Customer Success
- Work Life Integration to Increase your Happiness

Module – 4: Presales/Consulting Case Studies, Industry Solution Frameworks, Reference Resources

- Telling customers what they do not know
- Business Impact & Value vs Technical benefits
- Sustainable client engagement vs Transaction chasing

Module – 5: Career Growth & Progression Opportunities

- How to steer & progress one's own career
- Organic and Inorganic growth
- Skill development, Continuous Learning & Innovation