Program	Commercial Challenges Solved
Territory Planning	Salespeople are missing targets because they lack a structured plan to prioritise accounts, opportunities and activities.
Business Planning	Teams are working hard but lack a clear plan that aligns resources and activities to business goals.
Prospecting and Selling Your Ideas	Salespeople are struggling to gain access to decision-makers and create interest with potential customers.
Value-Based Conversations	Customer discussions focus too heavily on products and features rather than business value and outcomes.
Opportunity Qualification and Prioritisation	Sales teams are wasting time chasing low-probability opportunities instead of focusing on deals they can win.
Sales Call Planning	Customer meetings produce inconsistent outcomes because salespeople do not prepare effectively.
Customer Journey Planning	Sales teams fail to influence customers effectively because they do not understand the customer's buying journey.
Influencing Buying Decisions	Opportunities stall because salespeople struggle to build consensus and influence decision-makers.
Presentation Skills – Landing Great Presentations	Important presentations fail to create customer preference or move opportunities forward.
Negotiating for Value	Sales teams discount unnecessarily, reducing margins and profitability.
Pipeline Management	Sales forecasts are unreliable because opportunities are not managed consistently through the sales process.
Account Management	Existing customers are not receiving sufficient attention, resulting in missed growth and retention opportunities.
Growing Key Accounts	Strategic accounts are not reaching their full revenue potential because growth opportunities are not being systematically identified and pursued.
Building Customer Advocacy	Customers are satisfied but are not actively promoting, recommending or championing the business.
Sales Performance Management	Sales leaders lack a structured approach to improving individual and team performance.
Partner Sales Enablement	Channel partners are not effectively positioning and selling the organisation's solutions to customers.