

Competitive Strategies



"The firm failing to develop its strategy in at least one of the three directions - a firm that is "stuck in the middle" - is in an extremely poor strategic situation" Michael E Porter 1980

- ✦ Cost Leadership
- ✦ Cost Focused
- ✦ Stuck in the Middle
- ✦ Differentiation
- ✦ Differentiated Focused

This module encourages leaders to review their business proposition and to identify how they can create a differentiated strategy in a crowded marketplace, often realising that it's their teams knowledge and skills that form a key differentiator for their customers

Method: Presentation, Facilitated Workshop

Strategic Alignment



A basic topic of objective setting which often is poorly executed by managers leading to a demotivated and confused team who may not realise their objectives as expected. A practical exercise to review existing sales objectives and for the delegates to critique and assess each other against the SMART criteria. Resulting in improved and clearly defined objectives

- ✦ Specific
- ✦ Measurable
- ✦ Achievable
- ✦ Realistic
- ✦ Timed

Method: Presentation, Facilitated Workshop and Critique

Leading Change



An effective method based around 8 simple steps to leading change (John Kotter 2010) to ensure that your team fully understands and supports the change. Can be used for anyone, anywhere when considering any kind of change management.

1. Sense of urgency
2. Guiding coalition
3. Vision and strategy
4. Communication
5. Empowering employees
6. Short-term wins
7. Consolidating gains
8. Anchoring the culture

Method: Presentation, Discussion, Business Case Study Workshop

Personnel Reviews



Supportive tools and methods to help prepare and deliver a motivating, supportive personal review. Includes the structure of a review, the review content and regular measurement of personal objectives

- ✦ 1:1 Personal Review
- ✦ Personal Objective Scorecard

Includes case study exercises from each delegate where they have experienced challenges with reviews providing consultation and guidance towards a better review experience.

Method: Presentation, Tools and Facilitated Discussion

Sales and Technical Competency Matrix



Facilitated workshop to define the specific attributes, skills and behaviours of the different sales roles, including the managerial role.

Provides an interactive model to assess, score and visual represent their teams development needs and current situation considering the four strategies below:

- ✦ Motivate
- ✦ Review
- ✦ Delegate
- ✦ Train

Method: Presentation, Facilitated Workshop, Interactive Assessment Model and Team Critique