

## Opportunity Creation

Time was when a good relationship with a key purchaser in the customer was all that was required to manage an account. Time however, has moved on. The world has become more competitive, no-one is more than 5 mouse clicks away from everything they need to know about you, your offerings, your competitors and anything else they may want to know.

The result? Customers are demanding more from account managers than simply a 'good relationship'.

So, what else do customers want? They want significant value! Value today is defined as the difference between simply resolving a problem for your customer, and resolving the problem, in such a way that the customer moves their business forward as a result. Forward in terms of them increasing their competitive advantage, or amortising some business risk, or identifying some new areas of revenue generation. These are the only sources of true Business Value!

So how do you achieve these desired benefits for your customer?

This is a two stage process. The first stage is to carry out research using ICDL's Strategic Sales Research where you analyse your customer's market. This enables you to understand the pressures under which your customer is operating. The second stage is to use this data to identify areas where you can add real Business Value to your customers, but more importantly, to identify these areas long before your competitors even sniff an opportunity.

This is the purpose of ICDL's Opportunity Creation workshop. Opportunity Creation is the new approach to Account Management for the 21st Century. If you are not creating net new opportunity for your customer and through them for your company, what is the point of managing accounts, with all the costs that incurs, in today's harsh business climate?

This is an advanced Account Management workshop. It is designed to take structured Customers' Market knowledge as input, and provide a framework within which that data can be analysed to identify net new opportunities for your business. This enables the senior members of your sales and marketing team to engage much earlier, and at the business level with customers or prospects,



creating significantly advantageous positioning for you, long before your competitors are even aware there is going to be an opportunity.

**“Opportunity is a haughty goddess who wastes no time with those who are unprepared”.**

GEORGE CLASON

This workshop is designed to develop existing accounts and the typical input to this workshop would be the output from ICDL's Strategic Sales Research workshop.

Dependant on where your customer's market is in its lifecycle and also where your customer is in terms of their adoption of key approaches to support the current needs of the market, the opportunities identified through this workshop will range from areas of strategic new business for your organisation, through to specific and detailed tactical opportunities or partnerships.

This whole Opportunity Creation process is designed to move your organisation from reactive to pro-active in your dealing with your customer, whilst immediately and naturally elevating your sales team's conversations up to the Executive space within your customers. This is essential as the opportunities generated by Opportunity Creation will only exist at the higher strategic levels within any given organisation.

### Key outcomes:

- Knowledge of how to use ICDL's 'Early Warning' customer pressure map to enable early identification of changes in the dynamics of your customer's or prospect's market which could give rise downstream to an opportunity for you
- Analysis of what capabilities your customer will need to address these market changes
- Determination of where these changes could cause competitive disadvantage for your customer
- Identification of where you can create maximum net new Competitive Advantage to support and underpin your customer moving forward into these new market conditions
- Creation of a list of highly qualified opportunities for you within your customer
- Evidence for your customer as to how your competitively advantaged capabilities can help them gain competitive advantage
- Enables your sales team to engage with your customers at the business level, creating partnership



approaches to solving customer business issues, well ahead of any competitor even knowing an opportunity exists.

This is achieved through workshop where the facilitator leads the group by presenting the concepts and models and the group using these and researched data to determine new opportunities for their account.

The event is broken down into four sections:

### 1. Getting Started using existing data

Opportunity Creation begins by using the data provided or gathered during the Strategic Sales Research Workshop to look at your Customer's Market Needs, and analysing what capability they would need to respond to them.

### 2. Analysing your Customer's Capabilities

The next step in the process is to review the ability of your customer to respond to these market needs, and examining how well they cope compared to their competition and identifying where they have current gaps or future opportunities to create net new competitive advantage

### 3. Looking at your Competitive Capabilities

Now that your customers' capabilities have been identified, the next step is to determine where you currently have capabilities which, when added to your customer's existing capabilities, improve their current competitive advantage in their market. Once this has been established then you need to identify how much of the Value that you offer is unique to you.

### 4. Validating your Opportunities

The last step in the process will be for participants to validate their findings directly with their customers. This enables fine tuning of the prioritisation of the opportunity ranking. The validation should be carried out using ICDL Value Selling process, which forms part of ICDL's Value Positioning Workshops & MasterClass programme.



## Duration

This is a two-day event.

*Note:* this workshop requires continuous access to the internet for all participants. Participants will need their own laptops with them for this workshop.

**“Francis says that this transformation has been a challenging yet fun experience because it brings a more creative and team based approach to solving customer problems at the business level”.**

**JOE FRANCIS, DIRECTOR WORLD WIDE SALES OPERATIONS, STREAMSERVE INC**

For more information on how ICDL can help you, call us today on +44 (0)118 979 8433 or e-mail [enquiries@thebusinessaccelerators.com](mailto:enquiries@thebusinessaccelerators.com)

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