

Political Dynamics

This workshop enables individuals to understand how concepts of power and support can dramatically affect the success of a sale, and explains how to use this knowledge to secure a higher win rate. Participants learn how to plot power and support structures and how to identify the people that will determine or influence the outcome of any particular situation. These complex principles are brought together in a case study that gives a deep understanding of the issues and processes at stake. The workshop includes a look at the tools of power and how they can be turned to advantage in the sales negotiation, through techniques such as decision triggering.

“The political tradition of ancient thought, filtered in Italy by Machiavelli, says one thing clearly: every prince needs allies, and the bigger the responsibility, the more allies he needs”.

SILVIO BERLUSCONI

This event is divided into four sections;

1. Politics or Power?

Participants will learn about the concepts of power and support and how to apply them in sales situations. The section starts with a discussion on the differences between powerful and non-powerful people and then moves into politics. What is politics? How does it affect people's lives at work? How do you find out if you are dealing with powerful people who can determine or influence the outcome of a sales opportunity? This section also addresses the separation between Power and Authority.

Participants also learn how to establish who the key decision makers or influencers are within their current or potential customers, and then the level of support offered by the identified individuals. The section ends with an exercise, using the ICDL Power & Support Mapper, to enable the participants to map their own contacts in one of their accounts to establish the current level of support.

2. A case for Power

Participants will work on a case study which is designed to bring together all of the thinking from the previous section and give them a chance to put the learning into practice. The participants will work in groups of 3-4 in order to find the answers to a set number of questions, designed to cover all



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aspects of the learning. Each group then presents its findings to the main group and the results are discussed.

3. Power Tools

Participants learn about Power Tools, what they are and how they can be used in the sales process to create favourable decision triggers in the mind of the customer. The section ends with an exercise to put the learning into practice.

4. People Power

Explores why some people are powerful and others are not. Participants learn about the make up of powerful people and how to engage with them during the sales process. This includes an exercise to put the learning into practice.

Duration

This is a one-day event.

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

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