

## Create & Win

Version 8.0e

### Business Issue

In today's marketplace, sales opportunities are harder to find, more competitive, and more complex than ever. Just working hard is not enough to win consistently and predictably. You need to develop the kind of customer insight that lets you discover deals early, and win them quickly, based on superior insight. Create & Win provides your sales organization with a proven and repeatable process to do just that.

### How Create & Win Works

The Create & Win sales methodology helps sales professionals focus resources effectively to create and win high-value sales opportunities. Overall objectives for the Create & Win program are:

*Creating more high-value sales opportunities by ...*

- Using future potential value as the criteria for prioritizing and focusing your resources
- Identifying high-value, "white-space" opportunities before they become competitive
- Building an opportunity map to identify current and potential opportunities

*Winning more opportunities by ...*

- Focusing on the right issues, with the right people at the right time
- Shifting focus from tactical to strategic
- Communicating more effectively with the team
- Developing comprehensive opportunity plans

### Reap the Benefits of Global Best Practices

The Create & Win methodology integrates best practice selling processes refined through more than 10 years of implementations with some of the world's most successful sales organizations. It combines the most powerful content from OnTarget's most successful programs—Target Account Selling™ (TAS), Enterprise Selling Process (ESP), and Portfolio Management Process (PMP). You can expect a quick return on investment through ...

- Improved bid-to-win ratios
- Shortened selling cycles
- Minimized discounts and negotiated concessions
- Reduced selling costs through more efficient resource allocation
- Increased sales per employee
- Decreased ramp-up time for new employees
- Decreased risk of unprofitable, resource-intensive contracts
- Enhanced account control and forecast accuracy
- Improved team effectiveness through a common sales language

### Learning to Use the Methodology

Sales teams learn the Create & Win methodology through a two-phase learning experience. The first phase includes self-paced eLearning and information gathering. The second phase is a three-day instructor-led workshop in which participants apply Create & Win principles to their own business.



The eLearning Component

Web-based eLearning provides participants with basic enabling concepts. During this 3 to 5 hour online experience they draft a plan for an existing opportunity, which provides input for the workshop.

Participants are also asked to bring in background data on the makeup of their territory or account.

The content of the workshop follows a logical flow in which participants master the concepts they were exposed to in eLearning. The experience is lively and interactive, providing everyone with the opportunity to get direct instruction and feedback from a highly-experienced sales professional who is a certified expert in the Create & Win methodology.

*Day 1 Topics:*

- Introduction to “Level 3” Selling: Becoming More Strategic
- Analyzing and Segmenting Your Business (within a single account or a whole territory of accounts)
- Mapping and Planning Your Coverage Approach
- Creating New Opportunities within High-Potential businesses

*Day 2 Topics:*

- Assessing the Sales Opportunity
- Setting the Competitive Strategy
- Identifying Key Players
- Defining Relationship Strategies

*Day 3 Topics:*

- Turning Ideas Into Actions
- Testing and Improving Plans
- Implementing the Process

**The Best Solution for Any Sales Organization Involved in Complex Selling**

Create & Win is an elegantly flexible program that works for almost any sales organization that is characterized by the following circumstances:

- Complex deals
- Declining numbers in the pipeline
- Low forecast accuracy
- Intense competition
- Customer buying decisions with high financial, strategic, or organizational impact
- Decision makers at many levels in the customer organization, often requiring a team sale
- Protracted, costly sales cycles
- Big rewards for success and even bigger costs for failure

If this description reminds you of your own situation, Create & Win can help. Your sellers will learn to tame the most complex deals by focusing on the right issues with the right people.

**Who Should Use Create & Win?**

Create & Win works for a range of selling scenarios—from teams and individuals that handle a single large account to those who handle an entire territory of accounts. We recommend that all members of the extended team attend the training program together to foster teamwork and maximize return on training investment: sales reps, sales support professionals, and sales managers. Marketing and product management may also attend to help support and coordinate the group selling effort.



[www.ontarget-selling.com](http://www.ontarget-selling.com)

**OnTarget Atlanta**

One Glenlake Parkway  
Atlanta, GA 30328  
United States  
Tel: 770-829-4500  
Fax: 770-829-4511