

The Business Case as Sales Instrument

Every customer is different! Communicate his benefits also in monetary terms and develop your partnership with your customer

Structure and Communication of Business Cases in the Sales Process

Your benefit – why you should participate:

- You learn step by step, how a business case is developed
- You develop the consequent focus of the business case on your customer and his specific needs
- You learn to meaningfully interpret the business case and the resulting financial ratios

Competitive advantage through systematic business case calculations

Business plans, i.e. the evaluation of the economic consequences of decisions, are an indispensable instrument of managerial decision-making. Also in the sales process of complex products and solutions especially in the business customer environment (B2B) business case considerations can impact relevantly buying decisions. The joint development of a business case specifically for this customer often enforces the intensive debate of the situation between customer and sales representatives. Therefore, the benefits of a business case are extremely multi-layered: they reach from full financial transparency (listing investments, estimating risks, forecasting cash flows, etc.) to strengthening the business partnership of seller and buyer.

Gain this decisive competitive advantage in the sales process through the systematic use of customer specific business case calculations.

This seminar imparts the methods and procedures of customer specific business cases, i.e.

- Strategy
- Terminology
- Modeling
- Presentation

At the end of the seminar participant are enabled to develop business cases jointly with customers, to discuss them and to transparently and comprehensibly communicate the win-win situation. They will considerably improve and systematically document business cases, and present them attractively, unerringly and originally.

Only for trainings in one enterprise: Additionally the joint learning supports within the enterprise the development of a “virtual community” for business cases, within which basic information on products, market and competition can be validated and experiences shared.

Target Participants

This seminar targets managers and employees in sales or sales supporting functions, who want to demonstrate their customers, which advantage, which financial benefit can be generated using their products and solutions.

Format

Duration: 2 days (9:00 – 17:00)

Number of participants: 8 – 15

Presentation, Exercises, group work (Laptop with Excel)

Languages: English or German

Agenda

- *Overview*
What is a business case
Why sell with a business case
Goals of training
- *Overview Business Case*
Consultative selling
Introducing MECE principle (Mutually Exclusive, Collectively Exhaustive)
Introducing the strategic questions
Types of business cases (generic, specific)
- *Terminology of Business Cases*
Definition of consistent terminology (international standards)
- *Modeling Methods*
Structured Modeling
Comparability and reuse of business cases
- *Sensitivities / Scenarios*
Overview on sensitivity and scenario analyses
- *Development of a Business Case*
Structured combination of results
- *Presentation of a Business Case*
Design and content of report and presentation
Exercises „Dashboard“ and „Elevator Pitch“
- *The Internal Business Case*
Why an internal business case is important
- *Further Case Studies*

To continuously combine theory and practice you will develop a business case with practical instruments and Excel templates step by step and in guided group work.

Trainer



Dr. Bernd X. Weis, MBA

The engineering executive with strong business background and comprehensive experiences in international and multicultural corporations knows the options of adaptations in today's dynamic markets – be it growing, merging, acquiring, divesting or restructuring. His broad international horizon of experience, his personal competence and integrity allow him to cooperatively find, plan and execute new ways and strategies for improved performance and increased profitability. He focuses on the topics and questions at hand, structures and summarizes complex issues.

Through his management functions in sales, marketing and business development especially in the B2B business he has in-depth knowledge of the entire sales process dealing with customers from first contact to fulfillment. One very important aspect of his experience he has summarized in this seminar of which several hundreds of sales executives and managers have already benefitted from.

Further Training Offers

Power, Sensuality and Transcendence: What we can learn from the three emperors of the Staufer dynasty

Taking the three Staufer emperors as examples power, sensuality and transcendence in their threesomeness are developed as essential drivers of a leader personality – the specific consideration of each of these three elements distinguishes leading from managing.

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