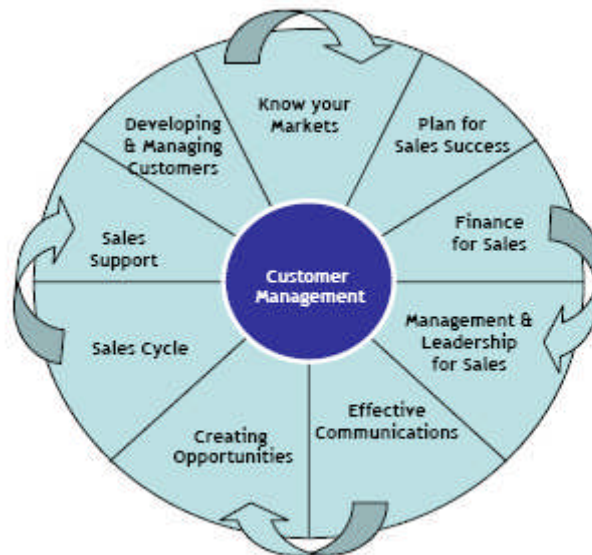


**SALES COACHING INITIATIVE GERMAN SPEAKING  
REGION**

Enterprise Ireland  
Rolandstrasse 44  
40476 Düsseldorf

## **DESCRIPTION:**

### **OBJECTIVE:**



### ***Sales Key Purpose***

***To create, build and sustain mutually beneficial and profitable relationships through personal and organisational contact.***

- To support client companies in creating, building and sustaining profitable relationships with new clients in the German and Swiss markets.
- To help clients develop skills in assessing buyer needs and focusing on value based selling.
- To assist clients in developing their messages to present a compelling value proposition to buyers by identifying, anticipating and satisfying stakeholder requirements:
  - Recognising Organisational Buying Behaviour
  - Creating a Competitive Offering
  - Finding Partnership Linkages
  - Understanding Business Priorities
  - Managing Opportunities
  - Managing Decisions and Stakeholders
  - Managing Competition
- To provide expertise with in-market sales staff selection and sales performance.
- To highlight both cultural and language issues facing Irish companies selling into Germany and Switzerland.
- To assist clients in identifying key decision makers in an organisation.

## DELIVERABLES:

- Tailored and specific value proposition and messaging statement, appropriate to the market or buyer meetings.
- A repeatable framework which EI clients can use to periodically revisit and renew messages and value propositions.
- Higher quality of lead generation through improved market fit, and client/prospect nurturing.
- Improved sales performance and effectiveness by understanding a) sales staff selection process and b) performance metrics.
- Increased depth of account penetration, increased consistency among sales campaigns, increased accuracy of sales forecasts and increased close ratios.
- 2 One-Pager Check lists: (1) Setting up in Germany; (2) Recruiting in Germany. Stephanie Doyle to design check-lists for Irish companies planning on setting up in Germany. These should include a list of contacts relevant for software and services client companies (e.g. lawyers, tax advisors etc.).

## FORMAT:

### **Stage 1 - Workshop:**

Enterprise Ireland will organise a half day sales coaching workshop in Dublin for selected EI client companies in the SSES division only, that are actively targeting the German and Swiss markets.

#### **PROPOSED AGENDA:**

<b>09:00</b>	<b>Germany Kicks Back!</b> <i>Enterprise Ireland</i>
<b>09:10</b>	<b>Lessons Learned: First-hand experience of selling in Germany</b> <i>Iain Wilcox, Qumas &amp; Former MD of Tower Technologies in Germany</i>
<b>09:35</b>	<b>A Game Plan – How to successfully enter the German Market</b> <i>Ari Kabarganos, MD of Ariston Group</i>
<b>10:10</b>	<b>Winning Business in Germany – an insight into large German corporations</b> <i>Stephanie Doyle, CEO International Business Communication</i>
<b>10:40</b>	<b>Panel Discussion</b>
<b>11:00</b>	<b>Half Time - Tea/Coffee</b>
<b>11:20</b>	<b>The Team – How to find and keep a salesforce that sells!</b> <i>Ari Kabarganos, MD of Ariston Group</i>
<b>11:50</b>	<b>Operative Selling – An Alternative to Recruitment</b> <i>Solutex</i>
<b>12:20</b>	<b>Panel Discussion</b>
<b>12:40</b>	<b>Support from the Bench – EI initiatives in the market</b>
<b>13:00</b>	<b>Buffet Lunch</b>

## **Stage 2 - Sales Coaching Initiative:**

For a selected number of clients, the workshop will be followed by an initial meeting with a sales coach to assess company's activities in the market to date, the company's value proposition for the market, their sales structure and processes and sales issues they are currently facing in the market.

Depending on the sales issues raised by each of the Irish companies, Enterprise Ireland together with the sales coaching company will set out an action plan for each client company to address these issues in the market. The action plan will then be agreed with each of the client companies.

### **SECTOR:**

Enterprise Ireland will concentrate on clients with a business offering in the software and services sector actively targeting the German and Swiss markets.

### **ATTENDEES FOR THE WORKSHOP AND SALES COACHING:**

**Clients:** The project is aimed at all client companies who are committed to the German market. Client company participants should include senior management team - To optimise effectiveness and benefit of this programme, it is recommended that all senior sales executives for these markets participate, including MD/CEO, sales & marketing manager and/or business development manager.

**Enterprise Ireland:** Workshop should be of interest to the relevant DAs and DMs in the division.