the Art of Innovation

EXPAND

Next-Level Opportunity Planning

EXPAND is an enhanced account planning methodology built on the **IMPACT** framework. It is focused on finding new, previously latent opportunities in your accounts.

The goal is to have a deeper understanding of existing opportunities and explore / find new incremental opportunities.

It's like fishing; usually the most desirable fish are in deeper waters. Using the same old skimming methods will not help you to catch those fish.

This is not the usual sales training, we will not try to teach you some methods and leave you without actionable results. We will use **your current accounts** and show you how to use less energy while achieving much more impact by looking at your customer in a holistic way.

- *Do you understand the business strategy or business model of your customer?*
- *Can you help your customer to build a roadmap to digitalization?*
- *Do you resonate with all stakeholders?*

When we are no longer able to change a situation, we are challenged to change ourselves.

Victor E. Frankl

In this world of accelerating business agility where companies must re-model their business, build new strategies and create new digitalized services, your **relevance** as an account manager depends on whether you are able to understand the business goals and pain points of your customers and help them to **innovate, transform and optimize** their systems and solutions supporting their business.

This workshop can be delivered in one of two different ways

One seller (e.g. one system integrator) looking to expand opportunities with (existing) accounts. We will work with you and analyze several of **your** accounts using tools and methods you most probably have not used before. As a result, you will uncover previously hidden opportunities and will know how to pursue them.

Two or more sellers (e.g. one system integrator and one or more vendors) are looking to figure out how to make 1+1 = 3 work. Engaging an independent party like us will help to break down the walls between all the stakeholders. We will use tools and methods you most probably have not used before. Breaking down the walls and using new tools will result in uncovering previously hidden opportunities.

Please note that we always do a lot of pre-work when conducting such workshops, so we need to know in advance what accounts we will look at.

We will use **your** real-life examples to

- identify and analyze your customer's business model
- identify your customer's needs, use cases and as a result your opportunity
- explore drivers for change and digitalization (aka innovation)
- identify the motivation and perceived risk of all relevant stakeholders
- learn how to talk to your customer about innovation instead of selling products
- learn how to position a lifecycle approach
- learn how to translate product features and solutions into customer value and to communicate that value instead of talking speeds and feeds

The final deliverable is a mind map articulating all the critical elements, milestones and timeline and who is responsible for each activity.

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