

Winning Business Effectively



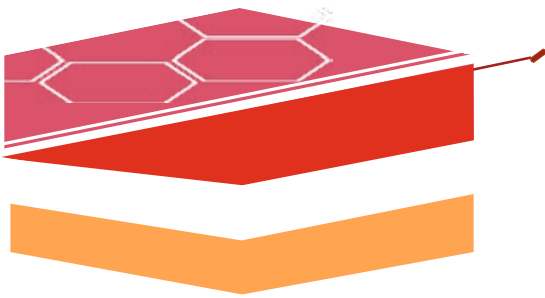
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- *How strong are your relationships with your clients?*
- *What value do you offer to them?*
- *Are you confident to effectively communicate this value to them?*
- *How do you identify and pursue the right kind of business?*

Are these questions challenging you in your day-to-day work?

If yes, then this programme may be the right one for your organisation!

Why doing a simple consultative selling training might not be enough

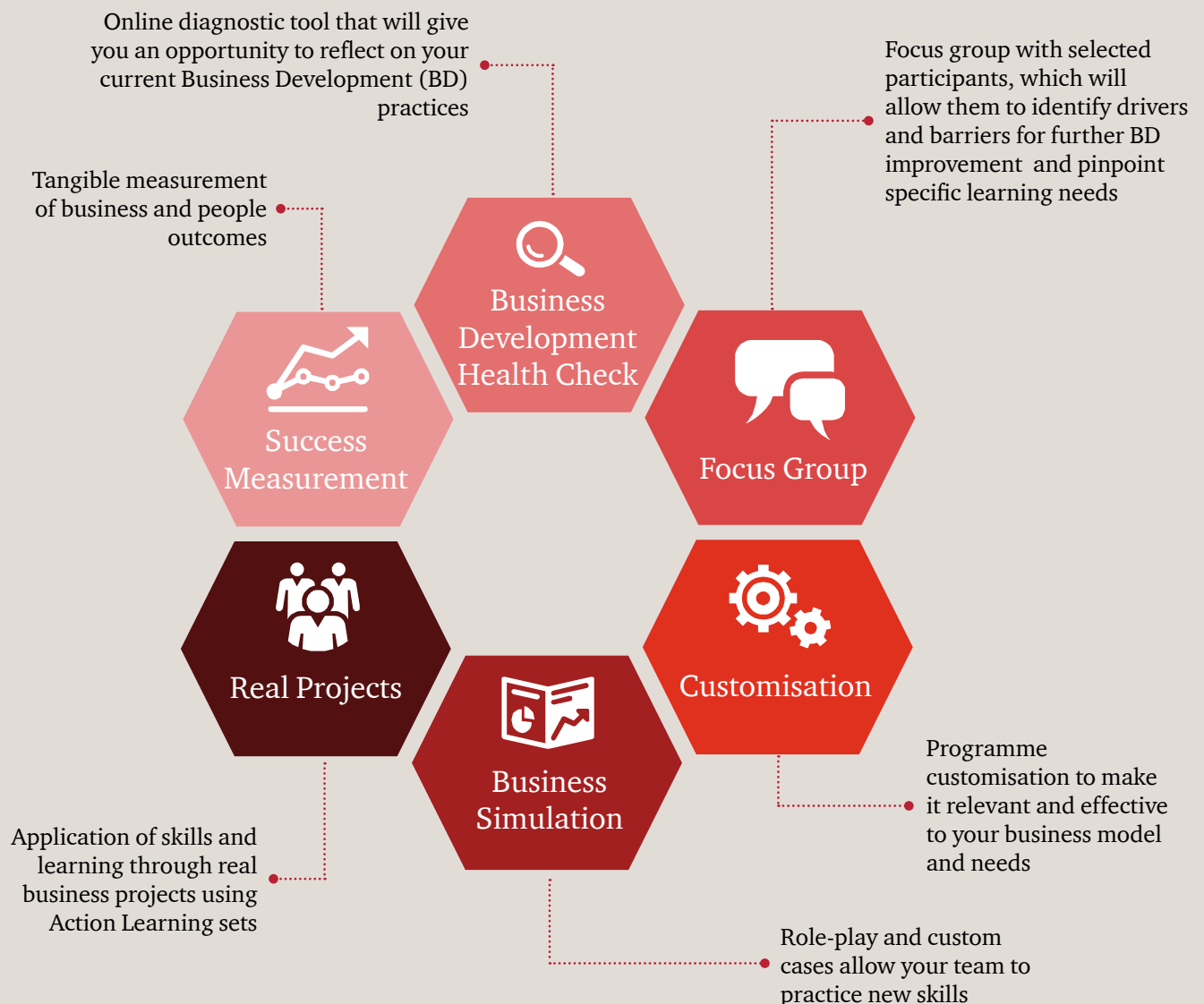


Programme Objectives

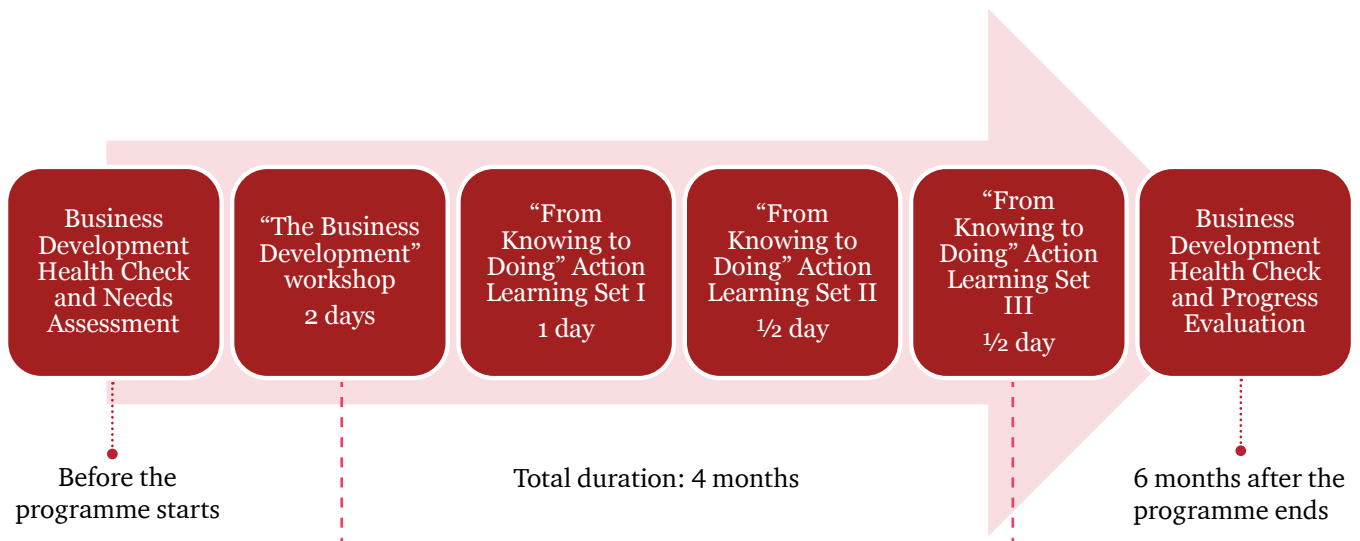
The programme is designed based on **PwC's Business Development Excellence Framework**, with the objective to support your organisation to:

- Increase the effectiveness of your business development efforts
- Identify and cultivate the right business development opportunities, including upselling and cross-selling
- Position your product offerings as differentiated solutions with enhanced value, leveraging on quality, experience and knowhow
- Understand the approach for effective analysis, design and presentation of the provided solution
- Support each other in business development efforts and co-create a culture that enables growth

Programme Building Blocks



Participants' Journey



What is Action Learning?

“Action learning is a process that involves a small group working on real problems, taking action, and learning as individuals, as a team, and as an organization. It helps organisations develop creative, flexible and successful strategies to pressing problems.”

World Institute for Action Learning



Client testimonial

“The programme was a unique experience for our team. The combination of workshops, coaching and hands-on projects made it the most powerful and impactful programme that we have ever participated in. What made this programme stand out was its personalized nature and flexibility to follow and evolve throughout the sessions.

The coaches helped us identify strengths and pinpoint areas for improvement in our current business development practices. As a result we enhanced our ability to work cross-functionally and better understood how to offer outstanding customer experience.”

Client CEO

“We would definitely recommend it to every team that wants to grow their business and succeed.”

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