

Historically, Dynamics sales professionals have sold highly configured on-premise solutions through face to face customer meetings, often with pre-sales resources facilitating both the discovery sessions and product demonstrations.

Unfortunately, buyer behaviour has changed radically over the past 5 years leaving many partners with increasing sales costs, declining close ratios and lower margins. The old solution selling model simply does not work in the new world of cloud computing.

To effectively engage with this new buying profile, sales professionals must adjust almost every aspect of their sales process; from how they qualify to how they close; because most, if not all, of the sales process will now be facilitated remotely

### Accelerated Sales workshop

Designed specifically for SMB focused sales professionals, this hands-on training experience explores the dramatic shift in buyer behaviour, then walks participants through an entire accelerated selling cycle, from lead to close.

#### Workshop Outcomes:

Participants who complete the two day Accelerated Sales Program will understand:

- Why buyer behaviour has changed.
- How to adjust their selling activities to re-align with the new customer buying cycle;
- How to identify an accelerated opportunity profile
- How to remotely facilitate a repeatable sales process
- How to create a pro-Microsoft/Partner bias early in the prospect buying cycle;
- How to significantly lower their cost of sales
- How to overcome prospect objections;
- How to deliver powerful proposal presentations to Business Decision Makers

**This intensive 2-day workshop is for partners frustrated with their current sales performance and looking for a fresh approach.**

**Recommended attendees:** Sales leaders and sales professionals working with partners that have developed vertical solutions for a defined SMB market.

**Workshop outcome:** Participants will leave the workshop with a complete set of personalized sales assets that can be immediately applied to existing opportunities. These tools include e-mail and voicemail templates, demonstration plans, objection responses, proposal presentations and more.



*"There is a significant shift happening in the market today, which is causing a dramatic change in customer's buying behavior. But sales people are used to getting things their way, and most are not ready to adjust for these changes. The Accelerated Sales workshop is designed to give your existing sales people an opportunity to understand and thrive in this changing environment"* Inga Sartauskaitė, Instructor.

*"I was skeptical about moving business to Cloud, but now I see that the vision Microsoft designed for Partners is the right one".* Roland Kasela, Field Manager, Columbus Estonia.

**Join the workshop and gain key insights into how to align your sales activities with how prospects truly want to buy!**

#### About the Facilitator



Inga is a devoted sales specialist. She has a strong background in supporting partners in sales and marketing activities. For more than 15 years Inga was involved in delivering various sales trainings, building business cases for the clients and coaching people how to make successful sales presentations. Before joining the software industry Inga held a director of commerce position in the international radio station.

#### About 1ClickFactory

Being a Dynamics solution provider today can be an opportunity or a challenge. Your business is challenged by new business models, technologies, competitors, growth, etc. In all, a constantly changing world difficult to navigate and to create more profitability with less risk and lower investments. [1ClickFactory](#) helps Partners efficiently update, deploy, transform, develop and certify solutions for Microsoft Dynamics. We are the largest provider of [Microsoft Azure services](#) for the Dynamics platforms. We lead innovation with services for Dynamics 365 apps and Extensions.