

Line Review Training Curriculum

Module 1. Line review Strategy and Preparation

- **Customer centricity** -the foundation of a successful Sales/Marketing presentation.
- **Strategy**- determining your goals and ensuring right course of action.
- **Understanding Value**- and how to effectively create and deliver for your customers.
- **Active Listening/ Empathy**
- Understanding the **customer's business model & decision-making process**- gathering and preparing the right information.
- **Knowing your audience**- knowing how decisions are made and by whom thus choosing the best communication strategy.

Module 2. Effectively utilizing Data Analytics to create a compelling narrative

- **The role of data analytics**- in today's business world.
- **Sources of relevant data**- and how to obtain.
- **Utilizing data**- that supports your strategy.
- **Efficient analysis**- of necessary data points.
- Putting **data in context**- understanding the whole story.
- **Presenting data**- to clearly make your point.

Module 3. Crafting superior sales and marketing Presentations

- Laying out the **critical path** to success.
- **The Pre-Meeting.**
- Choosing the **presentation format and flow**- to gain consensus & agreement.
- **Presentation tools**- that deliver the message effectively.
- **Presentation agility**- adapting to the unexpected within the meeting.
- **Closing the Sale**- call to action.

Module 4. Mastering Negotiations and achieving win/win outcomes

- Negotiation **Goals**- what do you really want and need.
- Negotiation **Strategy**- how best to achieve your stated goals.
- Negotiating **Styles**- knowing your opponent and how they think.
- Negotiation **Preparation**- ensuring your have leverage required.
- Negotiation **Tactics**- understanding moves and counter moves.
- **Closing the Deal & Avoiding Negotiator's Remorse**- ensure the win/win.