

ENGAGING WITH DYNAMIC TENSION

Robert McKernan
energizing business growth

PLANNING



Coaching tools for your business

team programme Communications Meetings & daily life



make it stick

VP COACHING

NEGOTIATE model

With numbers ROI models CAPEX & OPEX

EXECUTE

Dealing with push back

internal & external moving the deal through

Building your case

positioning your offering

SOLUTION

STATEMENT

Understanding dynamic tension statements

How they make decisions

Manage the perfect meeting



aligning your strategy with overall strategy

Territory management planning

DISCOVER

how the decision making unit works

DECISION MAKING UNIT NEEDS

map questions to decision makers challenges & needs



Capturing information

VALUE PROPOSITION

Developing & building your business case

CUSTOMER ENGAGEMENT

awareness of communication & engagement style



energy levels & personal fitness

understanding the customer budgeting process

Developing Excel based ROI

Managing politics in the account



planning time allocation



pipeline management planning

daily planning questions

daily metrics



major account planning tools

core competencies

online tools coaching & development

personal development plan (internal & external)

DYNAMIC TENSION STATEMENTS

Understanding decision makers behaviour around change

Aligning your strategy customer strategy