FRONTFOOT Power, Influencing and Engagement – 1

Frontfoot Sales and Engagement – Dr. Leigh Kibby

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Manual

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Noetic Power

"Power, Influence and Engagement is determined by your ability to practice skills that work with human nature to achieve outcomes. There are two POWER choices:

1. POWER WITHOUT GLORY - the manipulative power of the unethical or
2. NOETIC POWER - the skill of influencing and engaging using values as the core.

The material in this manual and Frontfoot programs adopts the Noetic Power Model"

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"Corporate Australia's Dr. Leigh"

Please note that whilst the material here will stand alone, it is best when accompanied by a Kinematic training program.

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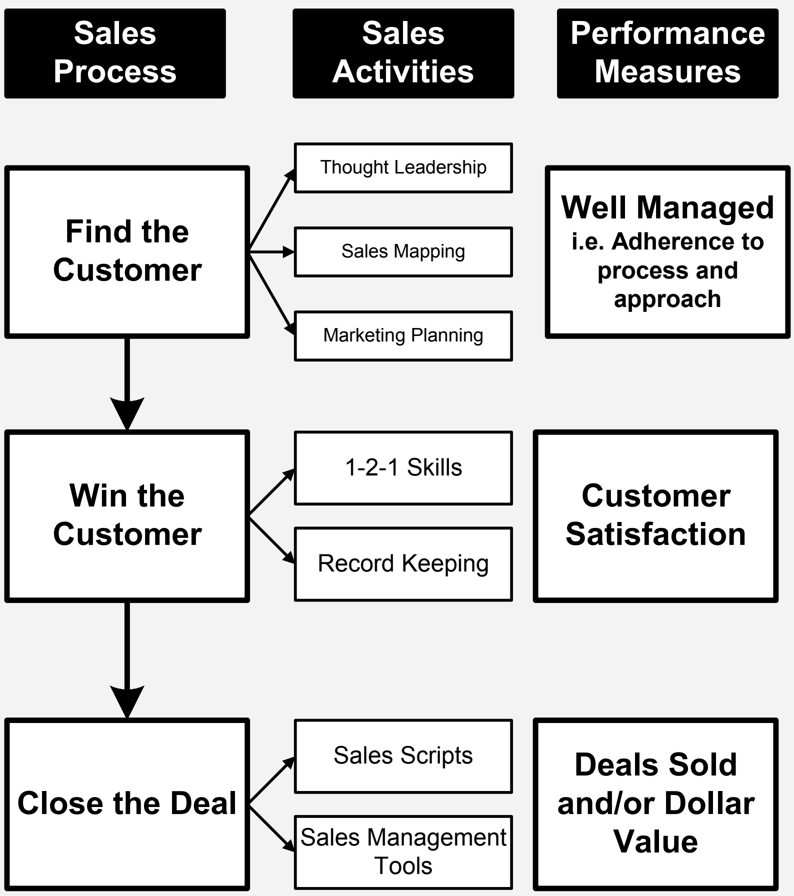
Overview of Sales

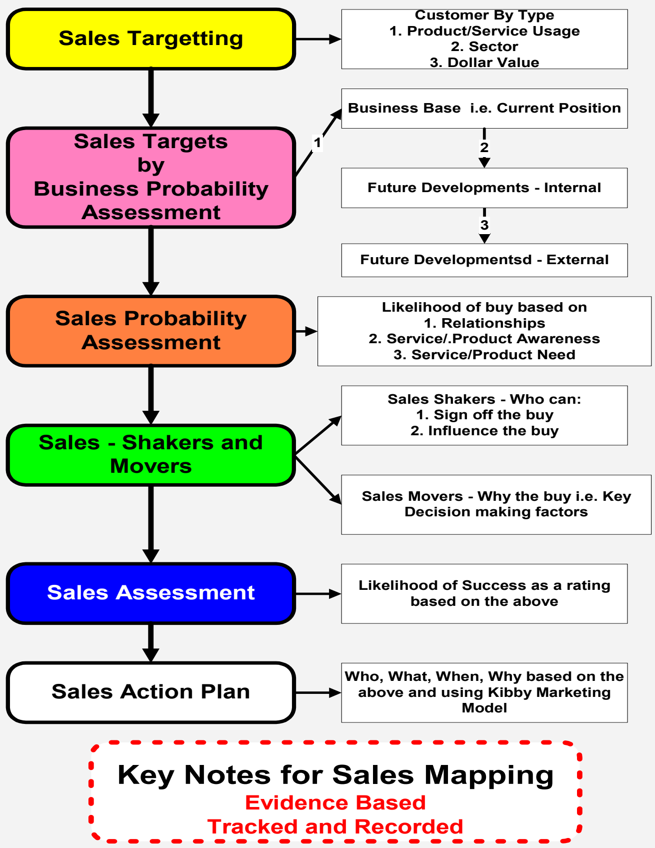
Sales systems and performance measures – a model.



Your Notes

Sales Mapping

Targeting the customer and OPPORTUNITY

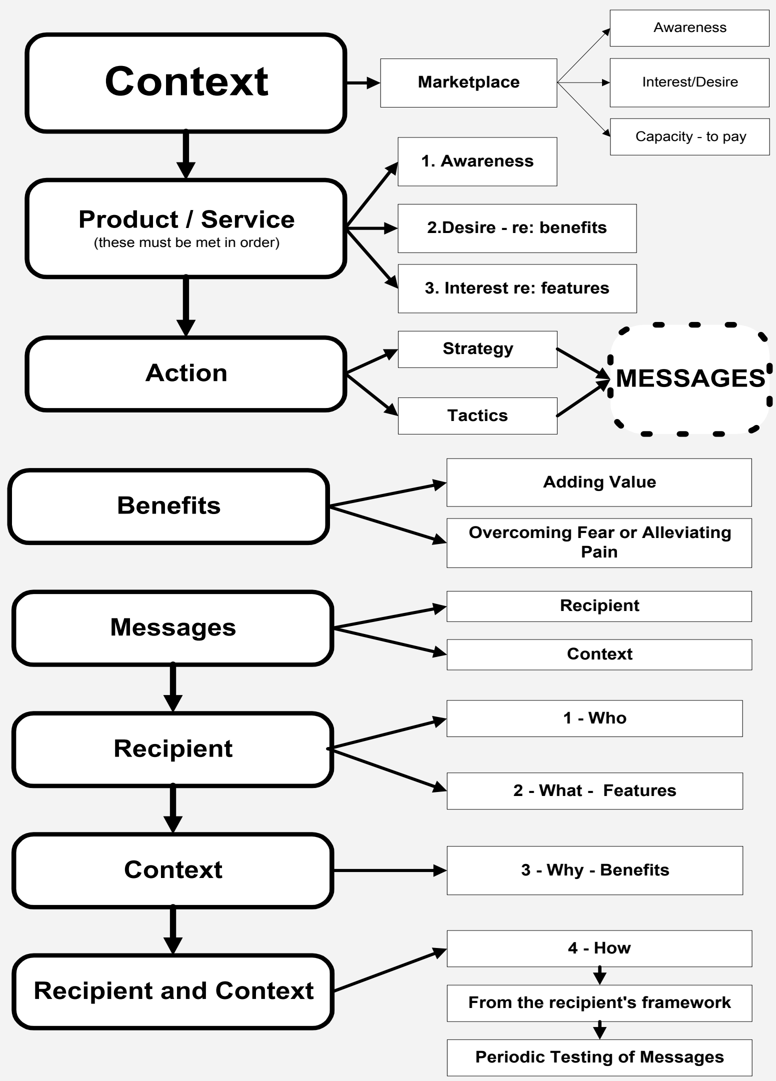


Your Notes

Marketing Planner – the Marketing Planning

Marketing

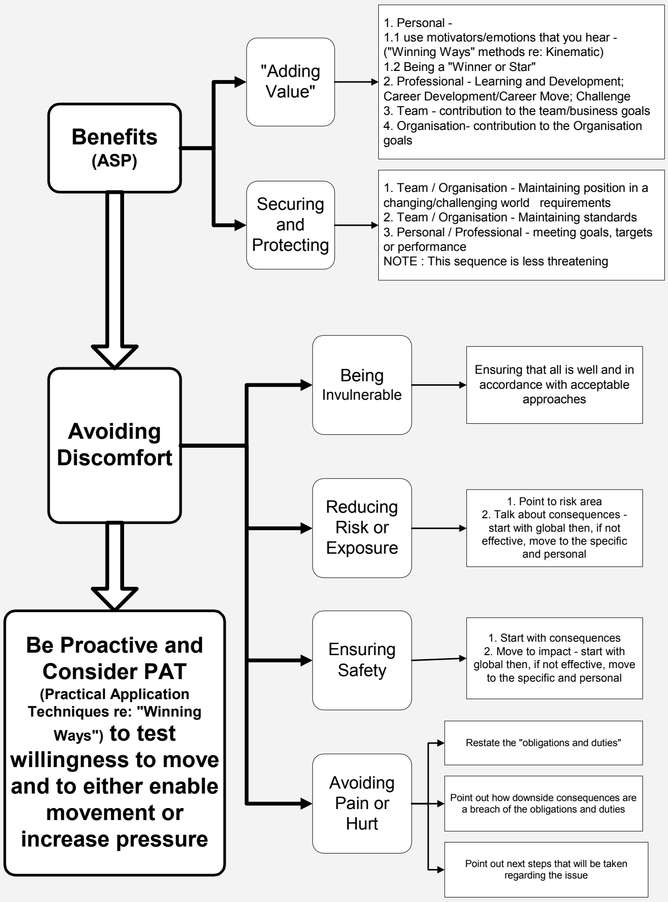
The Marketing Planner



Your Notes

Winning Over Others

Getting BUY and WIIFM



Your Notes

Sales Tracker - Enquiries Lists

Tracking Contacts

Date	Name of Client	Address and Contact Details (insert tel/fax/e-mail etc.)	Key Interest	VA OR PA	Follow-up Date of return call plus response

Your Notes

Sales Tracker - Responses Lists

Tracking Responses to Customers/Clients

Date	Name of Client	Address and Contact Details (insert tel/fax/e-mail etc.)	Response Time 1-5	Key Interest	Follow-up Date of return call plus response

Your Notes

Response Times by Probability of Successful Sale

1. immediate; 2. within two hours; 3. four hours; 4. one day; 5. two days.

Probability Assessor

Rate 1-5

Client Name	Product/Service Awareness	Need	Relationship	Total / 3

Your Notes

Response Times by Probability of Successful Sale

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Probability Assessor

Rate 1-5

Client Name	Product/Service Awareness	Need	Relationship	Total / 3

Your Notes

Creating and Sustaining (Client) Relationships

Undertake the activities in accordance with this matrix and ensure that three per week occur

Names of Person to be contacted	**Name of Organisation OR Group OR Team**	**Personal Event(s) to be acknowledged** (e.g. Birthdays, Marriages etc)	**Group Event(s) to be acknowledged** (e.g. Time together, Group "Fun" days or activities etc)	**Appreciation from Provider to Client RE: Direct appreciation for info or helpful action or activity that facilitated mutual understanding, joint success or action which enabled the provider to "provide a service that fully or more closely met needs."**	**Type of Appreciation** Verbal Written Note Official Letter Certificate Award	**Person to Deliver Message** You OR Direct "Boss" OR Next Level Above Direct "Boss" OR Senior Executive	**Date and Place to Formally Acknowledge**

Your Notes

Sales and Engagement Scripts

Scripting

Script your discussion and engagement conversations according to a model like this. Specific scripts are client, context and culture specific

Hitting Team	Target Personnel	Discussion 1 – Intro		Discussion 2 Value Add		Discussion 3 Risk		Discussion 4 Pain Avoidance	
You and/or 'our Team)	(Client Group and Individual Clients)	Script Elements	Outcome Sought	Script Elements	Outcome Sought	Script Elements	Outcome Sought	Script Elements	Outcome Sought
Your Most enior You Your Direct eports who have ce-to-face with ient	1. Their Most Powerful Decision Influencer 2. Your Direct Contact in the Client Organisation 3. The clients staff with whom your team interacts most	➢ Meeting and Greeting ➢ Profile Sharing ➢ Interaction Skills ➢ Needs Identification (see Needs charts – Business and Human)	➢ What outcome? ➢ What success measure? Behaviours and Tasks	1. IntraBusiness Relationships 2. Internal People Relationships 3. Group/Team/ Business Brand 4. Organisational Insight 5. Organisational and Human Fulfilment	➢ What outcome? ➢ What success measure? Behaviours and Tasks	Business Case – Business Need AND Business and Performance Risk	➢ What outcome? ➢ What success measure? Behaviours and Tasks	6. Contingency for Business Case – Business Need 7. Business and Performance Risk	➢ What outcome? ➢ What success measures? Behaviours and Tasks

Your Notes

Scripts for Engagement Teams

This tool controls scripts across teams and ensures alignment

Name of Person in Charge	Hitting Team	Target Personnel	Discussion 1 – Intro		Discussion 2 Movers Value Add		Discussion 3 Movers Risk Avoidance		Discussion 4 Sign-off	
			Script	Outcome	Script	Outcome	Script	Outcome	Script	Outcome
	Heavy Hitter	Shaker – sign-off control								
	Middle Weight	Shaker – influencing ability								
	Player	Player								
	Player	Player								

Your Notes

Engagement Risk Management Matrix

This table helps you map and plan critical and important steps in the engagement process

Name of Project / Process	Manager	Delegate in Charge	Sales Movers	Value Add of deliverable External Customer	Pain Avoidance External Customer	Risks to Sale	Timeframes Required	Risks to Timeframes	Contingency Plan How? Why? How do you know?

Your Notes

FF Manual – 1 Sales and Engagement

Sales and Engagement Interaction Info Collector

Data Collector

This table helps you collect then analyse information acquired during sales and engagement discussions

Client Interests OR Key Questions	Rating 1 to 5					Evidence	Assessing the Evidence Fact based on specifics Fiction a possibility to be investigated If Fact- when, where, how	Tick if Value Add	Tick if Pain Avoidance
Client Interests Assessor – Rate as either Value Add								Total VA Issues ------------	
Client Interests Assessor – Rate as either Pain Avoidance								Total PA Issues ------------	

Your Notes

Creating the Image and Perception

This table outlines key activities that can establish identity and brand leadership via though (insight, capability, authority) leadership

Sales Phase	Target Group		Target Group		Target Group	
	Client(s)		Client Associations and Networks		Client's Clients	
	Project Types Description	Outcomes	Project Types Description	Outcomes	Project Types Description	Outcomes
Info and Education	• Seminars • Breakfasts • Info resources e.g. web	• Names • Contact Details	• Seminars • Breakfasts • Info resources e.g. web	• Being seen as expert • Names • Contact Details	• Seminars • Breakfasts • Info resources e.g. web	• Being seen as expert • Collecting critical data of benefit to client • Client's client referring you to client
Value Add	• As above plus • 1-2-1 Meetings	• Additional Meetings • Opportunities to present • Sell Opportunities	• As above plus • 1-2-1 Meetings	• Being seen as thought leader • Additional Meetings	• As above plus • 1-2-1 Meetings	• Opportunity to refer client's client to your client
Risk Averted	• As above plus • Specific resources for that group	• Sell Opportunities • Contract Negotiation	• As above plus • Specific resources for that group	• Being seen as "life saver"	• As above plus • Specific resources for that group	• Being seen as "life saver"

Your Notes

Brand and Franchise Leadership