



**The ultimate program for generating more pipeline
and closing more business**



Champion Building Certification Program

The Champion Building certification program has been designed to equip you with the very latest skills for building more pipeline, winning more business and increasing your personal income.

It is delivered through five online workshops:

Mastering executive engagement – Grow your pipe by learning the latest strategies for prospecting at the highest levels of your clients' organisation.

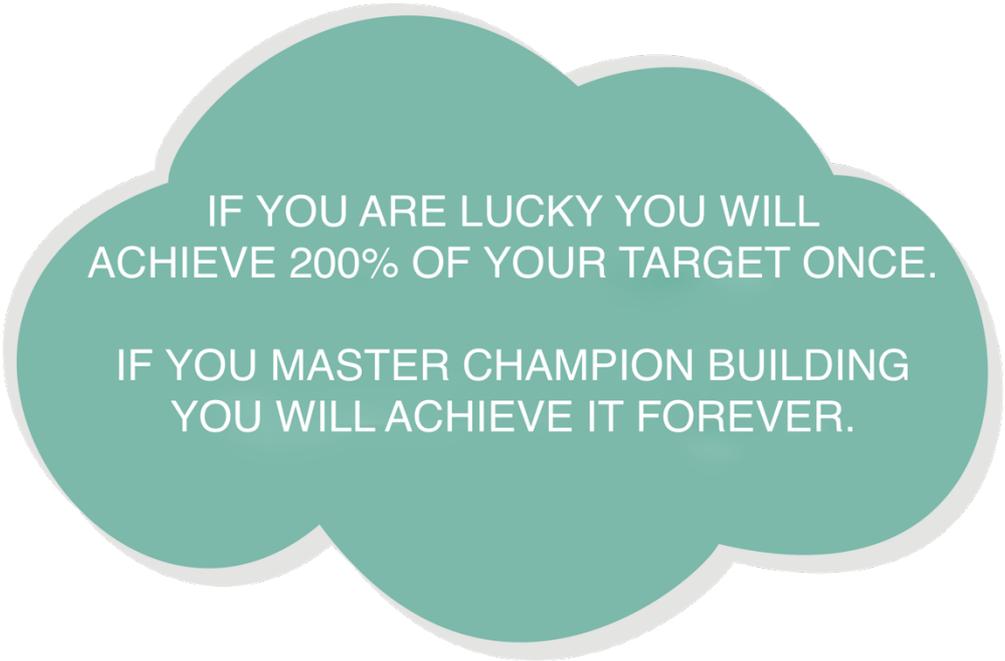
Mastering the sales pitch - Increase your chances of winning the business by getting selected as the preferred vendor right from the very first meeting.

Mastering the art & science of strategic influence – Learn the latest conscious and unconscious influence skills to enable you to motivate your client to want to co-sell your solution with you.

Mastering negotiating win-win deals - Close deals faster and gain more referrals by ensuring that both you and your champion win.

Mastering MEDDIC - to give you a consistent framework for identifying all the steps needed to successfully close the deal.

Champion Building is modelled from the strategies used by the top 1% of enterprise salespeople & sales leaders. It is delivered by author and head coach, Bob Skeens.



IF YOU ARE LUCKY YOU WILL
ACHIEVE 200% OF YOUR TARGET ONCE.

IF YOU MASTER CHAMPION BUILDING
YOU WILL ACHIEVE IT FOREVER.

Champion Building Results

Once you are equipped with the Champion Building skills, your results and personal income will increase dramatically as you will approach your sales campaigns differently. You will view clients as champions who you sell *with* rather than sell *to*.

You will:

1. **Increase your pipeline** through identifying new opportunities in the executive suite and through gaining referrals from your champions.
2. **Increase your average order value** by building champions who reveal their deeper business pain and who understand the true value of your solution.
3. **Increase your close rate** by working with your champion to close more win-win contracts and through the effective use of MEDDIC.



Increase your pipeline



Increase your AOV



Increase your close rate

Champion Building Workshops

Champion Building is delivered through five online workshops over a two-week period. Each workshop is continually updated with the combined wisdom from over 200 sales books, 50 sales seminars and the strategies of over 30 CEO's and senior sales leaders.

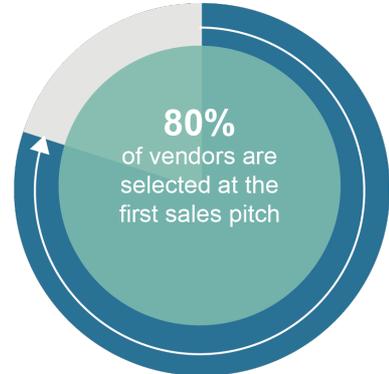
1. Mastering executive engagement

- Learn how to start your pipeline generation in the executive suite
- Structure your research using a Value Pyramid
- Translate this into a four-part executive contact framework
- Learn a three-part strategy to secure C-level meetings



2. Mastering the sales pitch

- Learn the formula for making highly effective pitches
- Learn how to achieve "1st meeting excellence"
- Use a whiteboard effectively & avoid "death by PowerPoint"
- Use a positioning chart to differentiate your solution



3. Mastering strategic influence

- Learn the ultimate sales formula
- Discover what really motivates your champion
- Master Cialdini's 6 rules of strategic influence
- Learn how to build rapport and trust both consciously & unconsciously



Testimonials

Champion Building is used by some of the very best enterprise sales professionals:



Naomi Dreifuss
Account Executive at Sisense

I was fortunate to participate in a Champion Building sales training workshop led by Bob. He is an infectious trainer who opened my eyes to show me how effective the MEDDIC and Champion Building methodologies are. I will never sell the same way I used to before reading Bob's fantastic book and completing his training. If you are passionate about learning to master your sales skills and profession, look no other way!



Paul Scholey
VP International at Sisense

'Bob is the consummate sales coach and has shared his talent and experience to take my sales team and their results to the next level.'



Richard Gravelle
Account Director, Salesforce

Bob is an outstanding coach and master of Champion Building. Highly recommended for those who want to overachieve in their profession.



Matt Meddings
Commercial Director at Tacit Knowledge

"Building champions is the single, most important milestone of any sales engagement. Bob's experience, knowledge & guidance is pivotal to our sales process moving forward"



Sales Director at Like Digital

"Bob has completely transformed our entire sales process, given us a winning methodology, and more importantly we are already seeing the results! Thoroughly recommended!"



Steve Williamson
GM EMEA at Acquia

'There are no substitutes to building champions. Bob has mastered this and turned it into a repeatable model for all our success'



Why attend?

With 80% of sales being won or lost at the first meeting and 95% of the sale now happening when you are not there, there has never been a more important time to master your champion building skills.

Certified Champion Builders are amongst the highest-paid salespeople in the country and lead the way in enabling both their team and their clients to be more successful at what they do.

Giving your clients a customer experience that inspires them to want to be your champion is a unique opportunity for you to embrace. If you are serious about wanting to increase your sales results and your personal income, then Champion Building is a must attend course.

Cost

The cost for the Champion Building program is £795 per person.

With so much of the sale now happening remotely when you are not there, there has never been a more important time to master your champion building skills.



Champion Building Certificate issued upon successful program completion

www.championbuilding.com