



Dynamic Capability Building Workshops

Dynamic Capability Building is an innovative concept adopted by Carpedia to transfer critical execution skills into businesses and teams.

The workshop delivery format used to impart process delivery skills is very different from the “2 day in the classroom” training event that is the norm today. Carpedia adopted **dynamic capability building**, an idea originated by Professor David Teece of the Haas School of Business, linked to UC- Berkeley.

All Carpedia’s skills execution workshops are custom designed to suit the client’s market reality and operating model, qualified by the client in terms of applicability and suitability to the task at hand.

Delivery is very different to the norm and takes place in a 4 hour – high impact workshop setting, facilitated by industry professionals who have held leadership and management positions and have a firm grasp and understanding of linking workshop content to real – life, “bigger picture” scenario’s.

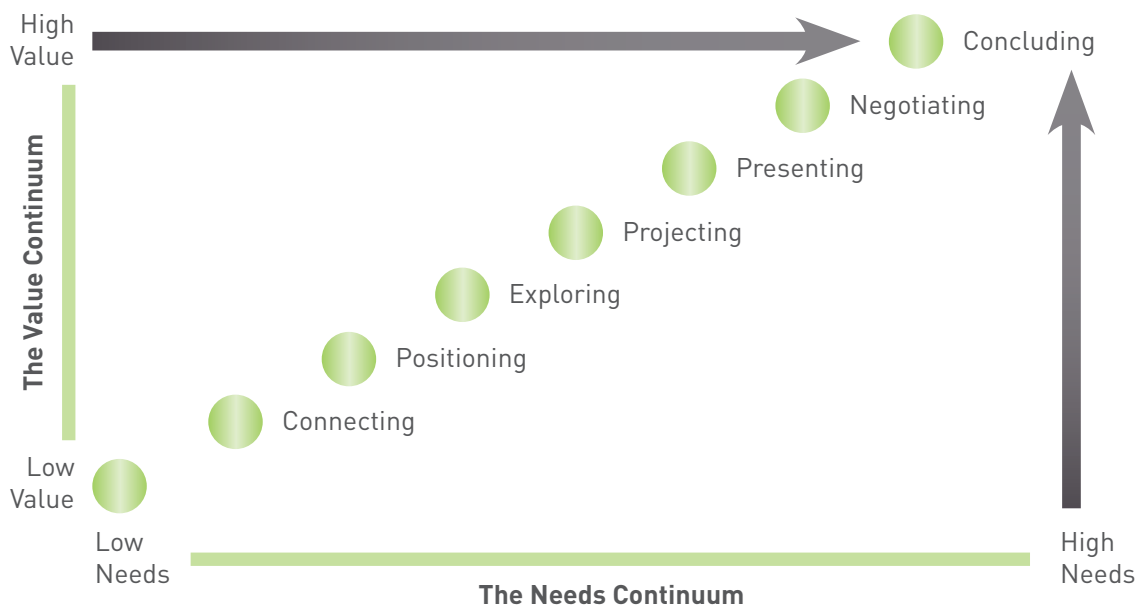
This process not only improves abilities and confidence, but also builds knowledge and skills through experiential learning and practical skills transfer.

Some of the programs that are ready for individual customization are:

Strategic Revenue Conversion Skills

This is a framework program for effective client communications – Used to track the outcomes of one, or a series of meetings. Every process step is underpinned by best practices skills application.

➤ The Strategic Revenue Conversion Process A Framework for Effective Communication



Winning Negotiating

A process for setting up a negotiation so that an effective point of win-win can be achieved. We now know how to control the process of negotiation so that we can achieve the best possible outcome. The best possible outcome is also the one that works best for the client.

➤ The Negotiation System

Negotiation Process	Develop a Strategy • Negotiation Planning • Negotiation Skills Gaining Agreement
Negotiation Positioning Continuum	Adversarial • Positional • Collaborative • Partnering
Negotiation Planning Guide	Motivators • Negotiable Items • Value Added Options Benefits • Obstacles
Negotiation Checklist	Climate • Process • Clarity
Negotiation Planning Process	Positioning • Exploring • Projecting • Creating • Concluding
Negotiation Facilitation Skills	Positioning • Exploring • Projecting • Creating • Concluding
Practical Hints	How to handle: Positional Negotiators • Dirty Tricks

Presentation Skills

This program prepares people to get over presentation angst and to use a process to prepare for presentations effectively. Effective content design is a fundamental to effective presentations. The focus is also on effective communication skills, visualization techniques and voice control.

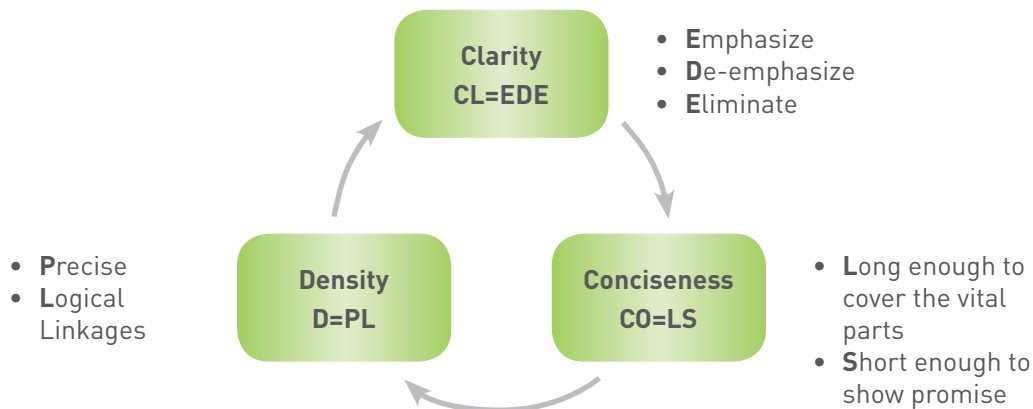
- Effective Presentations
- Preparing Content Delivering the Presentation Techniques



The Mathematics & Psychology of Persuasion

Persuasion is process of using written or spoken words to convey information, feelings or reasoning. Applying mathematics and psychology to persuasion lends an additional dimension to the logic of persuasion, making it easier to communicate persuasively.

➤ The Mathematics of Persuasion 3 Key Concepts



➤ The Mathematics of Persuasion



Opportunity Management

We have also developed process templates for effective opportunity management, so that client facing resources know what to look for in terms of opportunities within existing accounts. In order to provide the process with the necessary focus, we used concepts like **Customer Centricity**, **Pursuit Intensity**, and **Opportunity Selection Grids** to provide the process with some real execution rigour.

Employees at work within the client environment need some tools and skills so that they can execute the process effectively. Further concepts like **How to inspire the client with insights**, **Developing compelling value offerings**, and **Developing Key Player Maps** added to the Opportunity Management arsenal.



Strategic Account Management

At Account Management level, we developed a Strategic Account Management Process, with the focus on formalizing strategic account management. The focus here is on a formal account plan which is drawn up by the Account Manager, 1-3 months into the project.

This process provides the clarity required and maps out the opportunities still available at a particular account. What makes this process different is that it is a deliberate attempt at managing opportunities to conclusion. Committing the process to writing by using an account management template triggers the right thinking processes and add to planning the required activities to drive opportunities to revenue realization.

The strategic account management process further allows for a team based approach to strategic account management.





The focus is on a process to uncover and build awareness for additional opportunities on the one hand and then to formalize a process of managing the opportunities to conclusion. Opportunity management is in the hands of the client facing resources at an operational level, while the Strategic Account Management process is owned by the Account Management. A perfect partnership to drive further growth from existing accounts.

- Carpedia Consulting is a management consultancy firm focusing on sales, marketing and CRM programs that assist clients in improving revenue generation and margin expansion.



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