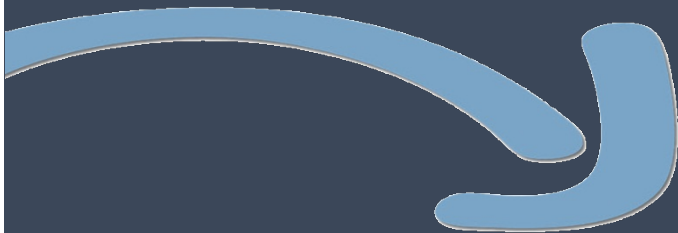


2WIN!® Global



Winning Sales Tactics for Complex Solutions

Training
Speaking
Consultation



Win more business!

If you sell complex technology solutions, 2WIN! Global can help you win more business! Through a series of customized training workshops we will teach skills and strategies to help your selling teams shine in the discoveries, demonstrations, presentations, and all value positioning events in the sales process.

The Situation; your sales team has done an excellent job infiltrating the account. They have established rapport within the account and the big demonstration is now on the calendar with all of the key players scheduled to attend. However, your company is not the only one on the short list, two of your top competitors are also poised to present and demonstrate their solutions that offer similar capabilities to yours. How do you differentiate yourself in this situation? What will make your demonstration or presentation memorable; what will make your company more memorable? How do you up your odds of winning?

The Answer; 2WIN! Global specializes in helping sales teams like yours conquer key customer facing events in a complex deal cycle including the discovery, demonstration, presentation, and business case proposal presentation. 2WIN! Global's team consists of highly successful veterans from the software and technology industry who have faced this very situation hundreds of times. Our successful techniques and methodologies have been blended along with author and founder Bob Riefstahl's successful book "Demonstrating to WIN!" to create a series of training workshops unlike any other sales training you have experienced.

Make it Stick!

Generic sales training isn't enough! Our workshops are customized so that your solutions become an integral part of every workshop so that your team gets the maximum impact from the training!

We all know what happens with most sales training programs. Sure they are motivational and your team is enthusiastic and excited as they exit the training. Then what happens? They often fall back into their old habits, the techniques they were taught are quickly forgotten; thus, your return on investment is minimized. What makes 2WIN! Global programs stick?

- Customized, using software examples built around your product/solution
- Tactical, focusing specifically on things to do – and not do – in a discovery, demonstration, or presentation event
- Grounded in adult-learning techniques and methodology proven to enhance retention and adoption
- Delivered by facilitators with "real-life" software sales experience who have "walked the walk and talked the talk"
- Techniques that can be used immediately in your next presentation

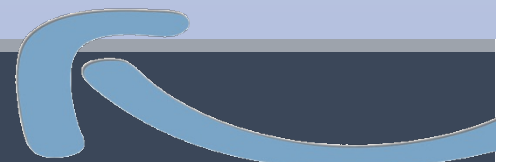
2WIN! Workshops

- [Demo2WIN!](#)
- [Discovery2WIN!](#)
- [Value2WIN!](#)
- [Present2WIN!](#)
- [Perform2WIN!](#)
- [Reinforce2WIN!](#)

"Our win ratio increased from 25% to over 50% in just six months and three years later, it continues to improve! Why? We immediately implemented 2WIN! concepts and continue to use their services each and every year. "

—Dan Conway, SVP of Sales, and Marketing, SunGard

[Read more...](#)



Uncover Hidden Value

The first step in the sales process - understanding your customers' needs. Our methodology helps the professionals on your team responsible for uncovering key information and requirements in advance of a key demonstration or presentation.

More Memorable Demos

The software demonstration is very often a key component in the sales process. These programs are designed for your team members responsible for delivering a professional and memorable demonstration or presentation.

Win More Business

Our workshops are created for today's competitive global markets where selling value is paramount to winning business. We teach your salespeople how to more effectively uncover and present the value of your solution that will differentiate you from the competition



The 2% Factor

Bob Riefstahl, author of [Demonstrating to WIN!](#) and founder of 2WIN! Global talks about the 2% factor: Have you ever received a call like this after a demo? "First, let me congratulate you and your team for your hard work in preparing for and providing a good demonstration. Unfortunately, your team came in second place. While this probably won't make you feel any better, you should know that the decision was extremely close. In fact, feature by feature you were within 2% of the package we selected."

The fact is that the sales process itself is inherently a *judged event!* By the time you make the final three in the selection process you and your team are constantly being judged by your customer against your top two competitors. So how do you win? By having the best product, the most features, the latest wiz bang gadget? Unfortunately not. The fact is that if the difference is typically 2% then it doesn't take much to win the deal. You just have to figure out what the 2% is, that's where we come in.

We can help

If your company has a complex software solution, product or technology that is offered in a highly competitive environment 2WIN! Global can help you win more business. Through our series of workshops your team will learn effective, proven techniques that will help them to conduct more in-depth and efficient discoveries, uncovering key information in preparation for a demonstration or presentation. They will then capitalize on the time they are given in front of the client and deliver a more memorable demonstration and presentation. Your prospect will embrace the value your solution brings to their organization and remember you and your presentation when it comes time to make a decision. Your team will be able to:

- Uncover key information
- Quickly build rapport
- Deliver more memorable presentations and demonstrations
- Have visibly improved teamwork skills
- Deliver value in context that resonates with your audience
- Practice better preparation and professionalism



Additional Services to Round Out And Maximize The Impact

In addition to our customized training workshop programs, our industry experts are available for speaking engagements and consultation. We can provide engaging and impactful speakers for kick-off meetings, sales retreats and hosted customer events.

Are you working on a major industry or analyst presentation or a key deal of high value? In these cases we provide presentation coaching, deal coaching and assessment for any team member - technical, sales or executive.

Find out why 2WIN! Global clients continue to utilize our unique techniques and methodology.

"I sent my entire sales team to a Demo2WIN workshop this year...! My team is much more confident and they have leveraged the 2% factor to win a higher percentage of their opportunities... The contrast was so stark between the presentations that the client halted the competitor's presentation after the first hour and made their decision to partner with our firm." Steve Caton, VP Sales & Marketing
Church Community Builder



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2WIN! Global

7150 Campus Dr, #330
Colorado Springs, CO USA 80920

www.2WinGlobal.com info@2winglobal.com

+1.719.594.9959 tel
+1.719.623.5759 fax