



The Farming Game

Some organisations call it account management, some call it selling to existing customers, some call it customer retention..... at The Next Level we bundle all these terms under the name "farming": preserving current and developing new revenue streams from existing customers.

Too many organisations grapple with balancing the science of structure, process and systems with the art of individual creativity and freedom. For some organisations, there is an imbalance.....for others there is almost a total absence of science, and the sales group act like freelance agents. The net result is always the same; suboptimal commercial performance and sales resource ROI. The Farming Game powerfully addresses this imbalance.

What is it?

A tailored workshop in a fun, interactive environment that facilitates the practical application of superior farming (customer classification, planning and targeted sales visits). The Next Level provides the structure and methodologies, while your sales leaders put them into practice —and by the end of the game they will be well-equipped to convert basic sales and service customer relationships to loyal business partnerships.

Why should you do it?

Whether your current sales tools are not being used properly, or you need to further develop them, or you don't have a current system, this workshop will help your sales group design and develop a solution that is right for your organisation.

How do we do it?

The Farming Game involves 10 stages. All stages include an element of knowledge transfer followed by interactive involvement by all participants to design and develop your farming toolkit.

LEVEL	GAME TOPICS	KEY ACTIONS AND OUTPUTS
3	Customer Current Value	<ul style="list-style-type: none"> Review, reset or confirmation then documentation of channel sales strategy Understand the pareto rule and share-of-wallet concepts
3	Customer Potential Value	
3	Customer Classification	<ul style="list-style-type: none"> Appreciate the best "currency" for collecting Potential Value data for your organisation. Translate the outputs of scientific customer classification to customer targeting Construct classified customer base for in-field targeting Identify customers to be externally vs internally managed
3	Visit Frequency - unqualified	<ul style="list-style-type: none"> Understand the sales force equation and appreciate that sales visits are a finite & expensive activity Map out the right number of planned and unplanned visits for each customer Model variations for salesforce headcount & visit capacity & recommend a scenario
3	Visit Frequency - qualified	
3	Value roles - the basis of the visit program	<ul style="list-style-type: none"> Recognise that converting sales relationships to business partnerships requires a company-wide sales system Define the specific partner value roles to be programmed to a customer's visit schedule
3	Account Plan	<ul style="list-style-type: none"> Understand effective account planning, the lesser known concepts of visit types and partnership plans and calendars Define visit types Construct templates for Account Plan, Partnership Plan & Partnership Calendar
3	Visit Types	
3	Partnership Plan	
3	Partnership Calendar	

What do you need to do?

Simple! Select the most appropriate 6-15 delegates from your sales, customer service and marketing management group to participate. Then make one or two sales leaders and/or data custodians available to us in the month beforehand so that The Next Level consultant can make a small number of information requests to prepare the workshop.

What do you get?

Your own fully tailored farming system that is designed by your people, accessing leading edge and well grounded B2B sales methodology, and made ready for implementation.