



The Hunting Game

In mature markets and channels, most sales professionals need to be both farmers (account managers who preserve and grow current revenue streams from existing customers) and hunters (prospectors for brand new customers). The conundrum most organisations face is that good farmers tend to be weak hunters, and vice versa.

The mistake organisations often make is to attribute good hunting proficiency to something largely innate.....a skill set that is difficult to teach. Closer examination of good hunters across a range of industries and channel structures suggests that this is untrue - The Hunting Game shows how and why.

What is it?

A tailored workshop in a fun, interactive environment that facilitates the practical application of superior hunting (pipeline progression maths, planning and executing targeted visits to prospectives). The Next Level provides the structure and methodologies, while your sales leaders put them into practice using real data —and by the end of the game they will be well -equipped to develop their own pipeline tools, definitions and required activity rates.

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 tailor a solution that is right for your organisation.

How do we do it?

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

LEVEL	GAME TOPICS	KEY ACTIONS AND OUTPUTS
4	Farming visit capacity allocation	<ul style="list-style-type: none"> Understand the sales force equation and appreciate that sales visits are a finite and expensive activity. Calculate your total visit capacity and apportion this capacity to farming and then to hunting
4	Visit activity benchmarks	
4	Hunting visit capacity calculation – first cut	<ul style="list-style-type: none"> Calculate how much of your revenue budget will come from farming existing clients and how much from hunting prospectives. Determine how many new customer signings will be required to deliver your hunting budget contribution
3	Sales budget setting	
3	Number of new customer signings requirement	
3	Progression gateways	<ul style="list-style-type: none"> Define your hunting progression pipeline
3	Progression and conversion rate & duration	<ul style="list-style-type: none"> Set your pipeline progression maths
3	Number of new prospectives requirement	
4	Visits needed to reach prospective conversion or escape	<ul style="list-style-type: none"> Review and reset your total visit capacity to hunting, having now completed your pipeline definition and scope
4	Hunting visit capacity calculation – final cut	

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 B2B hunting system that is designed by your people, accessing leading edge and well grounded sales methodology, and made ready for implementation.