



ASHER

GLOBAL LEADERS IN SALES STRATEGIES.

FORGING PROGRAM SUCCESS

Call 202-742-6639
to enroll today!

Forging Program Success Workshop

The two-day Forging Program Success Workshop concentrates on the best practices for program execution and advocacy including building relationships with all program stakeholders: Users/Warfighters, Congress, Department of Defense (DOD) staff, the Program Executive Officer (PEO), service laboratories, Federally Funded Research and Development centers (FFRDC's), contractors, related programs, competition, system commands and their field activities.

This seminar is based on extensive research of more than 150 references, feedback from training seminars, strategic marketing sessions and the experience and skills of ASHER's facilitators who have excelled in program management.

THIS SEMINAR IS AVAILABLE TO:

- Program Management Offices
- System Commands and their field activities
- Defense Contractors

Topics Covered in the Forging Program Success Workshop

- The Top-Ten Skills of the Super Program Advocates
- The Top-15 Business Development Processes used by the Top Program Managers
- Keeping Stakeholders Delighted
- Strategic Marketing Planning
- Researching Stakeholders Before the Initial Meeting
- Preparation for the Program Advocacy Call
- Telephone Calling Principles
- Importance of Listening to Stakeholders
- Relationship Building Strategies
- Recognizing Stakeholder's Needs
- The "Buyer's Shift"
- Closing Principles
- Top-Ten Closing Proposals
- Handling Objections
- Strategies for Developing New Resources
- Return-on-Investment Analysis
- Key and Ghosting Discriminators
- Overcoming the Fear of Rejection
- Internet Strategies

Who should attend Forging Program Success?

All customer-facing people including:

- Executives
- Managers
- Customer Liaison People
- Field Service People

Day One

What is the agenda each day?

8am - 10am	Program Advocacy Skills
10am - 12pm	Strategic Account Planning and Program Management
12pm - 1pm	Lunch
1pm - 5pm	Tactical Marketing

Day Two

8am - 10am	Telephone Skills
10am - 12pm	In-person Business Development Skills
12pm - 1pm	Lunch
1pm - 5pm	Interactive Exercises

** Role playing exercises are included throughout both days.*



What can I expect from Forging Program Success Workshop?

A dramatic improvement in customer relations and program execution!