

## Agenda for SCAI's Buyer Alignment Training and Workshop

Time	Topic	Medium
8:30AM	Welcome, Introductions and Registration	
8:45AM	Buyer Alignment: Example of Actionable Results <ul style="list-style-type: none"> <li>- Case History of a Win/Loss Analysis Quarterly Presentation</li> </ul>	30-minute presentation
9:15AM	Intro to Buyer Alignment: Realizing the Systemic Value <ul style="list-style-type: none"> <li>- Measuring and prioritizing your productivity</li> <li>- Signs of misalignment</li> <li>- Understanding your buyer</li> <li>- Making your products or services into solutions</li> <li>- Benefits of process, differentiation and message alignment</li> </ul>	Presentation
9:45AM	The Discipline and Role of Evaluator-based Research <ul style="list-style-type: none"> <li>- 8 Rules of Successful Post-Decision Interviews</li> </ul>	Presentation
10:30AM	Break	
10:45AM	Buyer Alignment: Validating Solution and Company Differentiation <ul style="list-style-type: none"> <li>- Validating unique company attributes</li> <li>- Essential competitive analysis reports</li> <li>- Differentiation Validation Model</li> <li>- Buyer Alignment Model</li> <li>- Articulating the “sales positioning message”</li> </ul>	Exposure to Models
11:45AM	Understanding the Buyer Persona/Anatomy <ul style="list-style-type: none"> <li>- Market focus/Beachhead statistics</li> </ul>	Interactive
Noon	Lunch	
1:00PM	Aligning The Sales Process and The Buyer Evaluation Process <ul style="list-style-type: none"> <li>- Misrepresentations of the sales process</li> <li>- The primary keys to the buyer evaluation process</li> <li>- Proving differentiation to your buyer</li> <li>- Aligning changing buyer priorities</li> </ul>	Presentation
1:45PM	Centralizing Corporate Assets into a Common Message <ul style="list-style-type: none"> <li>- Asset/DNA workflow</li> <li>- Necessary resources &amp; sources</li> <li>- Sales support/Sales presentations/Sales process</li> <li>- Aligning buyer needs to your solution's capabilities</li> <li>- CRM, sales forecasting tools, portals and databases</li> </ul>	Aggregate
2:30PM	Break	
2:45PM	Constructing the Draft Post-Decision Interview Template <ul style="list-style-type: none"> <li>- <i>Attribute Perception Analysis</i> Process</li> <li>- Preparing for the interview</li> </ul>	Construct
3:45PM	Conducting the Interview: Role play of Post-Decision Interview <ul style="list-style-type: none"> <li>- Marketing interviews Sales, etc.</li> </ul>	Exercise
4:30PM	Reminder of Roles and Summary	Conclusion