

Writing to Sell Workshop



“Seeing the value of our company come to life with the right words makes the difference in closing a deal.”

The Written Word. Belittled and befuddled in an era of casual communication born of IM chats and hastily written emails, it still has the power to command, to compel, and to sell. More than any form of communication, the written word pulls us in, it directs us, and motivates us to action. Yet very few of us can truly make words dance on a page.

Delve’s Writing to Sell Workshop can transform plain writers into dynamic sales contributors. In the end, the client wants to see it in writing. Our course participants can not only put it on paper, but can bring it to life in the mind of the prospect – putting them on the edge of their seats and ready to sign.

How it Works and What you Get

Call for raw materials: We begin two to three weeks before training day. We issue a call for current work product: presentations, proposals, biz-dev missives, emails, etc. From here our writing experts come to understand the basic value proposition, your pitch, current projects, and proposals. This material, together with other background research we perform, grounds us in:

- a) what you do, and;
- b) what you will need to write it right and get it done.

Training day: A one-day immersion course that is less about writing and more about making a case. Meaning: we spend lots of time on producing crisp, cogent and exquisitely on point prose... and less on the fine points of grammar – though we cover that too.

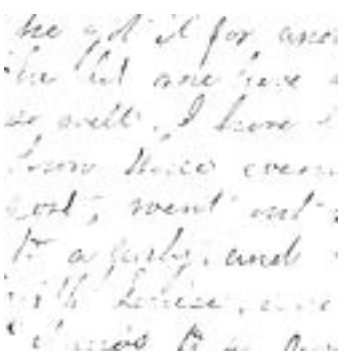
We divide training into two components: how to craft a cogent case and how to compose it. Here’s the distinction:

1 :: CRAFTING THE CASE

Find the heartbeat: Nothing gets written until the argument is defined, sculpted (First participants produce an outline, later they can do it in their heads). How to define the argument? Forget about "added value"; we train participants to capture the urgency of their work. This is about refining the message down to its core.

Build it out: Once the urgent value is found, we train participants to build it out into a crisp, vital case. This is about organization and substantiation: participants learn to develop a pitch that is sound, seamless and well sequenced.

Do it iteratively: The best materials are written every day, not the night or even the week before. The best presenters refine and substantiate their pitches, and their follow-up, with each lesson they learn and each experience that unfolds.



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How it Works and What you Get (continued)

2 :: COMPOSING THE CASE

Where the writing begins. The key lesson: those who write best write tight. We teach participants the art of consolidation. We show them how to avoid flabby writing – the kind that hides even the most muscular message.

Color, color, color: Why say it when you can show it? Participants learn to balance assertion with anecdote; to bring their presentations and collateral and proposals to life. Pitching is storytelling, and participants will learn how to hold audiences rapt.

Follow up: We support this program with vigorous follow-up. For one month, post training, each participant will have a green light to send us any two pieces of writing for a "Master Edit." We return fully-revised pieces and critiques of the originals. This isn't just about re-doing their work; it's about giving them the capacities to narrow the gap between "Befores" and "Afters."

Net, net: We don't just parachute in for the day. Through vigorous homework, on-site training, and 30-day follow up, we create a palpable difference in their capacities to think sharply and write cogently.

For expert training on how to improve your organization's writing techniques, contact Delve and call 212-255-3870.

W i n : L o s s A n a l y s i s

Athletes and coaches in every sport pour over the instant replays and video tapes of their practices and competitions, looking for opportunities for improvement.

In business, we lack the real time record of our performance, but that does not mean we can't make careful observation of how we're doing. Delve helps clients understand the effectiveness of their sales and marketing programs by reviewing actual performance. This is accomplished through a series of diagnostic interviews conducted both with purchasing clients and those clients that were lost. Delve will also spend time with the sales teams involved to get a greater understanding of what went right and what went wrong.



“ This exercise let us improve our sales process dramatically.”

Benefits and Outcomes

Reveal which messages resonate – and which fall flat or undermine the sale. Buyers share with us what they actually value in the vendors they selected – which often differs with the company's own perspective.

Find out which specific activities help and which kill deals. Buyers often reveal what they thought at different stages of the deal, and how the actions of sales and marketing professionals influenced their behavior.

Identify who they see as your competitors and why. Why did they select the other guy? Why did they choose to do nothing? What would have changed their minds? Often decisions are made at the margins – little things make a difference. Buyers will often share the “tipping point” at which they would have made a different decision.

Learn how to extend a culture of service. A hidden benefit of doing this analysis is that buyers feel “cared for and cared about.” Surprisingly few companies engage in deliberate listening to buyers. They often ask us to pass on their thanks to our client, and sometimes losses turn into new opportunities simply by virtue of demonstrating this level of commitment.

Services

Baseline Win:Loss

The Baseline Analysis includes up to 10 deals from the past 12-18 months. From this, a thorough report is produced identifying what went right and what went wrong during the sales process, including what should be considered one-off incidents versus practices that should be repeated. Additionally, this report assesses the appropriateness of the market(s) currently being targeted. As part of this package, Delve will also work to identify specific action steps necessary to effectively improve sales performance.

Ongoing Win:Loss Analysis

Delve works to institute the fundamental practices of Win:Loss Analysis as an ongoing process. To do so, we guide your leadership to properly structure the process internally while developing creative ways of introducing the concept to prospective clients. Delve is available to conduct the interviews from an un-biased perspective on ongoing basis, presenting our findings periodically.

For a play-by-play analysis of your sales process, contact Delve at 212-255-3870 or email us at info@deltvegroup.com