

Today's B2B sales environment is more complex, crowded, and risk-sensitive than ever. The challenge is clear. Many opportunities are lost not because of the solution, but because sellers fail to navigate the buying group. They struggle to build consensus, establish differentiated value, and address competitive threats. They also fall short in driving the decision-making process needed to move deals forward.

Janek's Critical Opportunity Management program helps salespeople assess the five most critical components of an enterprise sale. It helps the seller determine if they are positioned for success. If not, they gain insights and identify the most impactful actions to move the opportunity forward.



Benefits of Critical Opportunity Management

- **Improve win rates and deal size** by aligning actions to buyer priorities and moving opportunities strategically through the pipeline
- **Increase forecast accuracy and reduce "no-decision"** outcomes by assessing and acting on real-time opportunity insights
- **Qualify and prioritize opportunities more effectively**, and disqualify opportunities faster when a deal isn't viable.
- **Confidently navigate complex sales** by applying a structured, intuitive framework that supports critical thinking.
- **Build stronger relationships** with buying groups by identifying roles, influence, and personal motivators that drive consensus.
- **Differentiate more persuasively** by linking solution strengths to what matters most to the customer.
- **Reduce competitive risk and delays** by anticipating threats and preparing countermeasures to keep momentum.



Quick Facts

Perfect for

- Sales Professionals
- Sales Managers
- Sales Support Staff

Workshop Length

- 2-day format

Participant materials

- Participant workbook
- Supporting worksheets & tools
- Job aides & reference guides
- Program certification
- Materials delivered print & digital
- Support in JeniusCC

Delivery Options

- Instruction-led classroom
- Instruction-led virtual



Program Objectives of Critical Opportunity Management

- Identify **key buying group members**, assess their **influence and support**, and develop **advocates within the organization**.
- Uncover customer needs, pain points, and underlying causes to **better understand what's driving the opportunity**.
- Define and influence decision criteria to **align with your strengths and solution differentiators**.
- Map your solution directly to the customer's problem state and **validate its relevance and impact**.
- Quantify business value and economic impact to **strengthen your case for "why now" and "why us."**
- Create a clear decision and contracting roadmap with **defined steps, roles, and due dates to maintain deal momentum**.
- Proactively **identify competitive threats and other risks, potential delays, and competing priorities, and develop actions to overcome them**.



Maximize your sales training investment

Leverage the full scope of Janek's solutions to drive immediate and long-term results.

Customization

Let us adapt this program for your team's specific needs, industry, sales environment, and culture.

Measurement

Validate training effectiveness in terms of performance improvement, business results, and ROI.

Reinforcement

Take advantage of our turn-key and hands-on training reinforcement solutions.

Technology

Use an innovative technology solution to reinforce training in a convenient and fun format.

"We are excited to grow our relationship with Janek. The dedication to our success and partnership to deliver meaningful outcomes for our team means a lot to us."

Bob Nicholas
AVP of Sales Enablement



About Janek

Janek is an industry-leading, award-winning sales performance company. We service clients of all sizes, from startups to the Fortune 100, and have applied our proven methodology to diverse industries and verticals. Top executives turn to Janek for innovative solutions to their most daunting challenges.

With Janek, thinking is shifted from what you sell to how you sell. How aligns with the fundamental way buying and buyers have changed. How listens and learns to adapt. How differentiates. Bottom line: how results in more business, more often. It's time to rethink how.

Ready to get started?

To schedule training for your organization visit www.janek.com or call **800.979.0079**

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