

THE FIVIS PROGRAM OVERVIEW

How to build profitable and sustainable relationships with your customer and their procurement team.

Training Overview

Your B2B customers have evolved greatly over the years. They are better informed, better educated, and better prepared in dealing and interacting with their supplier base. A change that becomes most apparent in the rise of a more professional procurement function that serves oftentimes already as your only counterpart in the sales process.

In this new reality it is no longer good enough to be just a great storyteller, to place a cold call at the right moment in time or to be an expert in sophisticated negotiation tactics. To succeed in sales today, your customer expects you to thoroughly consult them on their individual business needs. They seek out for those suppliers that help them advance in serving their respective stakeholders and customers with excellence, consistently and sustainably.

As a successful sales professional, you not only need to understand but anticipate your customer's requirements by genuinely caring for the customer's business success, by showcasing your competitiveness constantly, by continuously improving what you do, and by responding to all your stakeholders' needs swiftly. It is these behaviors and hence a **CUSTOMER CENTRIC MINDSET** that is **THE KEY TO SUCCESS** to build winning and sustainable business relationships with your customer and their buyers.

Our FIVIS training programs show you how to deal with this new customer and their professional procurement teams. We prepare you for this exciting new reality that is full of opportunities for sales teams that are willing to focus on the customer and their needs first.

Training Outcome

The FIVIS training programs deliver:



A **fully rounded** sales professional...



- that **knows** exactly what to do to win with their B2B customer consistently.



- that **creates** more sustainable and profitable business relationships.



- that **masters** interacting with procurement with confidence.



- that **possesses** the skills and hence the confidence to think strategically and act in a customer centric way.
Always.

Training Structure

Our FIVIS trainings are clustered into 7 modules. These modules follow our FIVIS customer centricity methodology that was developed in 2010 and that is today applied in some of the best companies around the world. FIVIS prescribes five essential behaviors for sales professionals to develop to succeed in building winning business relationships: I CARE, I COMPETE, I IMPROVE, I RESPOND, I WIN. In our trainings we train you on these five behaviors, form the skills that you need and show you the tools to use to think and act in a customer centric way. Mastering FIVIS will ultimately lead your B2B customer and their buyers to establish the needed confidence in you as sales professional and will form the so important trust in the business relationship with your company overall.

Module ONE

INTRODUCTION TO CUSTOMER CENTRICITY

Summary:

Understand your ever more demanding B2B customer and how to build winning business relationships with them. Introduction to the principles of a customer centricity mindset and how to succeed as sales professional with your customer consistently. Introduction to procurement, their role in your sales process and in managing your customer's buying journey.

1
MODULE

Module TWO

I CARE EXTERNAL DEMAND

Summary:

Understand how to derive the exact business needs that really matter to your customer. Build the skillset to accurately identify your customer's business risks and opportunities in their value chain. Determine the factors that drive demand for your product or service. Create an action plan that helps your customer succeed in achieving their business goals.

2
MODULE

Module THREE

I CARE INTERNAL DEMAND

Summary:

Understand the company internal drivers and processes that influence your customer's business needs and the demand for your product or service. Learn about the procurement function on your customer's side and their role in managing the buying journey alongside the user of your product or service. Derive your action plan to manage the customer's stakeholders and their needs successfully.

3
MODULE

Module FOUR

I COMPETE

Summary:

Learn how to think and act strategically in the relationship with your customer and procurement. Build your buyer's buying strategy top-down and bottom-up. Create your optimal sales strategy to match your customer's business needs and buying approach. Evaluate the strategic gaps you have with your customer and competitors. Action plan how to adjust your sales approach to close gaps and to become more competitive.

4
MODULE

Module FIVE

I IMPROVE

Summary:

Learn how to evaluate and assess the current state of the relationship to your customer and procurement. Understand the various dimensions in the relationship that matter most to your customer and their buyer. Create your action plan to improve the relationship to your customer consistently and successfully. Communicate your improvement plan with excellence.

5

MODULE

Module SIX

I RESPOND

Summary:

Understand how to respond to your customer's business needs appropriately. Identify the stakeholders in the business relationship that matter most. Determine their influence and importance in driving demand for your product or service. Learn how to support procurement on the customer's side to meet their stakeholder needs. Understand your role in enabling stakeholder success across organizations.

6

MODULE

Module SEVEN

I WIN

Summary:

Understand the importance of winning in a business relationship. Define what it means for you and your customer to win. Learn how to set appropriate goals. Bring all FIVIS elements together to form your customer centric mindset and winning relationship with your customer.

7

MODULE

Training Benefits



A proven methodology and set of skills to build a customer centric mindset.



Direct access to experienced procurement professionals.



Real life business cases from Fortune 500 companies.



Immediate application of the theory on the job.



Modern formats of learning, either online or F2F.



Highly interactive.



Mentoring and tutoring by seasoned corporate buyers.

Our Workshops & Masterclasses

	Introductory FIVIS Training	Intensive FIVIS Skill Development	Masterclass FIVIS Professional	Masterclass FIVIS MBA	Enterprise FIVIS Academy
Description	Introduction to creating sales excellence through customer centricity & procurement insights.	Complete skill formation to drive sales excellence through a customer centric mindset & a thorough understanding of the procurement function.	Complete skill formation to drive sales excellence through a customer centric mindset & a thorough understanding of the procurement function.	Intensive training & skill development, tutoring and mentoring to develop customer centricity in sales teams. Relationship building with procurement and corporate buyers.	Intensive train the trainer program. Including all FIVIS theory, methodologies, presentations and facilitation guides. Full licence to adapt and train and the FIVIS curriculum to an unlimited customer internal audience.
Length	1 day	3 days	6 weeks 4 hours / week	12 weeks 4 hours / week	2+ years license
Format	Workshop / online instructor led	Workshop / online instructor led	Live online course, instructor led	Live online course, instructor led	Workshop / online instructor led
FIVIS Brochure	✓	✓	✓	✓	✓
Case studies	Limited	✓	✓	✓	✓
Exercises	Limited	✓	✓	✓	✓
FIVIS graduation certificate (NFT)	✗	✓	✓	✓	✓
Free access to the FIVIS newsletter	✗	✓	✓	✓	✓
Free access to the exclusive FIVIS community & webinars	✗	✗	✓	✓	✓
Tutoring sessions	✗	✗	✗	✓	✓
1:1 mentoring	✗	✗	✗	✓	✓

January 2022. Terms & conditions apply

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Our FIVIS trainings and workshops will **UNLEASH YOUR CUSTOMER CENTRICITY MINDSET** and help you better **UNDERSTAND YOUR CUSTOMER AND THEIR PROFESSIONAL BUYERS**, how they operate, what makes them tick and most importantly how you can **BUILD WINNING BUSINESS RELATIONSHIPS** with them.

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