

Outcome Workshop Agenda

Day 1

Time	Topic	Outcome
9.00am – 10.30am	<p>Objectives</p> <p>Fundamentals of Outcome-based Engagement</p> <p>Self-Assessment on key aspects and their importance</p> <p>Success Outcomes – Detail</p> <p>Possible Success Outcomes</p>	<p>Understanding of the core ideas and benefits of outcome-based engagement.</p> <p>An understanding of where the benefits might be for your business</p> <p>A phrase of 10 syllables or less that captures the essence of the outcome provided for customers (may not be finalized in this session)</p>
10.45am – 11.05am	Break	
11.05am – 11.20am	DEEP Engagement – the framework	An understanding of the framework for developing outcome-based engagement
11.20am – 12.30pm	Customer Journey - define the steps in the customer journey	Clarity around the typical steps a customer would go through from thinking about Results to achieving and maintaining the Success Outcome
12.30pm – 1.30pm	Lunch	
1.30pm – 2.30pm	Outcome Cycle - define the outcome at each step of	What you need to achieve at each step of the engagement cycle.

	the engagement cycle	
2.30pm – 3.45pm	<p>Special Techniques – 10% sale, success consulting</p> <p>Outcome-based Selling</p> <p>Engagement Cycle - define your ideal engagement cycle for one segment – be clear about the role of Sales and of Marketing</p>	The steps you will execute during the buying cycle.
3.45pm – 4.05pm	Break	
4.05pm – 5.20pm	Engagement Cycle cont.	
5.20pm – 5.30pm	Wrap-up and Day 2 Agenda	

Day 2

Time	Topic	Outcome
9.00am – 9.45am	Execution Measures – how the outcome at each step of the Outcome Cycle will be measured	The key metrics to track success of the customer lifecycle
9.45am – 10.30am	Customer Experience – define actions at each step to enhance the customer experience	Ways to enhance customer experience
10.30am – 10.50 am	Break	
10.50am – 12.30pm	Execution Capability Review	A traffic-light sheet giving a high-level view on current capability to execute the ideal engagement cycle
12.30pm – 1.30pm	Lunch	
1.30pm – 3.00pm	Outcome Bundles – select a Contributing Outcome, define a bundle of products, services, tools, advice etc needed to enable the outcome	A bundle that will enable an outcome that can be sold as a ‘product’

3.00pm – 3.20pm	Break	
3.20pm – 4.00pm	Next Steps – how to plan for the pilot, immediate actions	Agreement on what will happen next
4.00pm – 4.20pm	Wrap-up, feedback	