

# TOC-Lean Sales & Marketing Techniques

## 2-day Course

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A short course examining the application of the TOC approach to Sales and Marketing, designed to enable those attending to examine what is holding their organisation back from achieving a higher level of sales, and learn how such downward trends as insufficient market demand or falling sales can be reversed.

Using the approach developed by Neil Rackham known as SPIN, the course will develop the ability to combine the SPIN approach with that of TOC-Lean to provide a powerful tool for the analysis and revitalisation of sales and marketing.

- The focal point of this course is to demonstrate how to raise the customer's perception of value for the company's products and/or services, thereby giving the company a vital competitive edge in the market place. The TOC-Lean approach starts by analysing the customer base and the expectations it has, and from that understanding creating a unique "unrefusable offer" for each customer. Although each offer is tailored to fulfil the individual customer perception of value, the process used is both consistent and repeatable. The offer does not typically involve making major changes to the manufacture or specification of a product or service, rather it concentrates on improving intangible yet crucial factors such as delivery options, warranty and availability.
- Having a great offer to take to market is only one aspect of this course; the offer must also be presented in such a way that more sales are achieved, usually by moving away from the price paradigm to that of value. It is essential that the core aspects of the offer are properly presented to the client and thus time is given to role plays in order to develop the skills for presenting such an offer.
- Finally, time is given to examine the process of sales within the organisation, inline with the excellent approach developed by Justin Roff-Marsh and his company Ballistix ([www.ballistix.com.au](http://www.ballistix.com.au)) in the application of the Drum - Buffer - Rope system to managing the sales machine.

This is two days well spent in examining your sales and marketing function and creating a new approach which has been proven in many different types of company all around the world.

The fee for the course is £750 + VAT per person

Workshops are typically run on a dedicated basis for individual companies. Personnel should be drawn from the key areas of Sales, Marketing, Finance and New Product or Service Development. This enables a firm foundation on which to build the implementation plan for the company.

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