



SELLING TO GOVERNMENT AND HIGHER EDUCATION ACCOUNTS



LEARNING TO PLAY BY DIFFERENT RULES

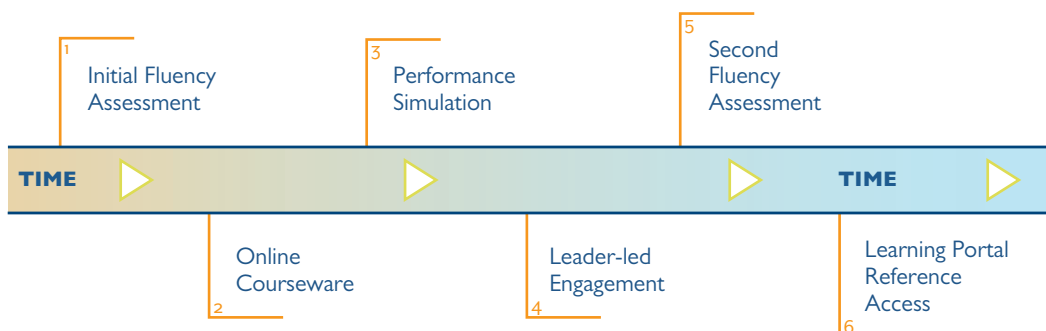
Winning business with public sector decision-makers — elected/appointed officials, agency heads, school administrators — is anything but intuitive.

Competition emerges from surprise sources. Common financial metrics lose meaning. And the decision drivers, risk considerations and approval processes all vary dramatically from selling to commercial accounts.

Know it Now public sector has been specifically designed to help those responsible for public sector accounts succeed in such a different environment. The curriculum leads sales professionals to position solutions in ways that make it easier for public sector decision-makers to prioritize, justify and fund investment in your solutions.

Extended Learning Plans

Blending Know it Now components with leader-led engagements forges an optimal combination of skills development, skills application and learning measurement.



Available Standalone or Blended Learning

The online, self-paced curriculum is accessible from any Internet-enabled location. It may be deployed standalone, or structured in concert with leader-led training to enrich the learning experience.

LEARNING, APPLICATION AND MEASUREMENT

The Know it Now public sector curriculum includes award winning *courseware*, a 3D avatar-based *performance simulation* to practice applying new skills and a multi-part fluency assessment to measure development.



“The most glaring shortcoming of sales professionals that I see is their inability to position solutions as integral to my strategic mission, versus purely delivering cost savings” *Randall Yim*

WHO SHOULD ATTEND
The curriculum offers value for everyone responsible for public sector revenue: Management, account managers, sales engineers and business development roles.

		CURRICULUM	LEARNING OBJECTIVES
MEASURE	Initial Fluency Assessment		To establish benchmarks for measuring development and to recommend role appropriate curriculums.
	Second Fluency Assessment		To capture skill levels at the conclusion of learning plans and evaluate results relative to initial assessment data.
LEARN	Decision Drivers		Ability to recognize the trade-offs inherent in public sector decision making and directly link value to an organization’s strategic mission.
	Role of Risk		Ability to incorporate unique risk optics, such as public expectation, into the sales process as a key lever of competitive differentiation.
	Budgeting and Contracting		Ability to spot opportunities in budgets and funding cycles, modify solutions to meet funding obstacles and develop interim success markers to secure longer-term funding.
APPLY	Staying Engaged		To apply new skills in effectively sustaining decision-maker engagement and securing continued funding.