



Consulting and Training | Reach New Heights

Course Name

Shaping High-Value Sales Opportunities

Sector Name

Sales, Marketing and Customer Service

Document Type

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Shaping High-Value Sales Opportunities

Course Introduction

Not every sales opportunity deserves the same level of attention, and some of the strongest opportunities are not fully visible at the beginning of the sales process.

High-performing sales professionals need to look beyond immediate customer requests to recognize where meaningful business potential exists, determine whether an opportunity is worth pursuing, and identify how its value can be developed for both the customer and the organization.

BOOST Consulting & Training presents **Shaping High-Value Sales Opportunities** as a practical program that moves beyond simply finding leads to recognizing, qualifying, and developing opportunities with stronger commercial potential and greater customer value.

Participants will learn how to investigate opportunity potential, uncover wider customer needs, build stronger value cases, navigate stakeholder dynamics, and shape a focused pursuit strategy that turns promising situations into commercially valuable opportunities.

Shaping High-Value Sales Opportunities

Target Audience

This program is designed for Sales Professionals, Business Development Executives, Account Managers, and Key Account Managers responsible for identifying, developing, and pursuing high-value business opportunities.

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Learning Objectives

- ✓ Distinguish promising sales opportunities from low-value or low-probability pursuits.
- ✓ Assess opportunities using customer, commercial, competitive, and strategic criteria.
- ✓ Uncover unmet, emerging, and connected customer needs that can expand opportunity potential.
- ✓ Identify stakeholders and decision dynamics affecting opportunity development.
- ✓ Shape stronger value propositions around measurable customer outcomes.
- ✓ Prioritize sales effort and resources according to opportunity attractiveness and win potential.
- ✓ Build practical pursuit strategies for high-value sales opportunities.

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Shaping High-Value Sales Opportunities

Course Outline

✓ DAY 01

Recognizing Opportunities Worth Pursuing

Looking Beyond the Lead

- ✓ Distinguishing leads, customer requests, and genuine sales opportunities
- ✓ Recognizing signals of commercial potential within customer situations
- ✓ Identifying emerging needs before they become clearly defined requirements

Testing Opportunity Potential

- ✓ Assessing customer need, urgency, value potential, access, and strategic fit
- ✓ Identifying early warning signs of weak or misleading opportunities
- ✓ Building an initial Opportunity Attractiveness Profile

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Course Outline

✓ DAY 02

Diagnosing the Opportunity Landscape

Understanding the Customer Business Case

- ✓ Exploring the business issue, desired outcome, and consequences of inaction
- ✓ Uncovering operational, financial, and strategic drivers behind the opportunity
- ✓ Separating immediate requirements from broader customer priorities

Mapping the Decision Environment

- ✓ Identifying decision-makers, influencers, users, sponsors, and potential blockers
- ✓ Assessing stakeholder interests, influence, and commitment to change
- ✓ Mapping how decisions are likely to move through the customer organization

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Course Outline

✓ DAY 03

Expanding Customer and Commercial Value

Developing the Opportunity Beyond Its Starting Point

- ✓ Discovering connected needs and additional areas of customer value
- ✓ Exploring where the proposed solution can create wider business impact
- ✓ Expanding opportunity scope without unnecessary or inappropriate overselling

Building a Stronger Value Case

- ✓ Translating capabilities into relevant customer outcomes
- ✓ Connecting value to measurable business, operational, or financial impact
- ✓ Creating an Opportunity Value Map to support the sales approach

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Course Outline

✓ DAY 04

Strengthening Opportunity Position

Reading Competitive Landscape

- ✓ Identifying direct competitors, alternative solutions, and the option of doing nothing
- ✓ Assessing the organization's position from the customer's perspective
- ✓ Finding meaningful areas of differentiation without relying on feature comparison

Making Smart Pursuit Decisions

- ✓ Evaluating opportunity attractiveness against realistic probability of success
- ✓ Identifying gaps that must be resolved before increasing sales investment
- ✓ Making evidence-based pursue, reshape, hold, or exit decisions

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Course Outline

✓ DAY 05

Designing the Winning Pursuit

Building the Opportunity Pursuit Strategy

- ✓ Defining the desired customer movement and critical next steps
- ✓ Coordinating stakeholder engagement, value messages, and sales actions
- ✓ Establishing opportunity milestones and indicators of meaningful progress

High-Value Opportunity Challenge

- ✓ Applying the complete process to a complex sales opportunity simulation
- ✓ Defending pursuit choices and responding to changing customer conditions
- ✓ Developing a practical Opportunity Pursuit Canvas for workplace application

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 21, 2026	Dec. 25, 2026	5 days	4250.00 \$	UAE , Abu Dhabi

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