

# Pedagogia Programme Specification

## Winning Business in Competitive Markets Hunters, Farmers and Wolf Packs

**FARMERS?**

or

**HUNTERS?**

**The Problem:** The days of easy growth and plenty are long gone for most companies. Today the world is stuffed with competitors, production surplus, tougher, more demanding customers, together with technology changes and increasing velocity, speed and shorter cycle times. For sales and marketing, life has become tough. For sales functions, desperate to find a new angle or inroad, it ignites the debate whether its sales people should be farmers or hunters to give them some competitive edge?

Unfortunately, this is the wrong argument - businesses need both types. The real question is how do you strategise and organise to win?

**Farmers:** Sales people who are very good at building and maintaining long-term, deep relationships, usually with a limited number of clients - the typical KA or KAM profile.

**Hunters:** Sales people who are always hunting, usually in new territories, to find new opportunities. Hunters are instinctive qualifiers and know where to spend and where not to spend their time.

Often the argument is whether one is better than the other, or which one you need; sometimes the argument is framed as moving the sales force from one type to another. We believe there is another paradigm - the farmer and the hunter, then organised in a way to mobilise the skills of both.

### The Solution:

'Winning Business in Competitive Markets' is a 3 day, in-house, semi-customised deep-dive workshop for Sales and Marketing organisations, based around each client's situation, market, products, customers and issues. It is particularly powerful way to get your team together and address challenging business questions like: "How can we grow more than we are doing?" "What's the best way to bring our new product to market?" "How can we fight low price competition which is killing us?" "Why are we losing market share, and what to do about it?", etc. Our approach has 5 key elements:

1. Hunters and farmers, with proper allocation of types-to-task
2. Joint, coordinated attack plans between sales and marketing
3. Effective, winning strategies to make a breakthrough
4. Setting up Wolf Packs, who can identify, organise, hunt down and penetrate new opportunities
5. Developing a winning attitude, culture, with the right leadership

And is based around a 4 stage deployment:



### Typical learning outcomes:

- A Talent Audit, which identifies amongst your people who are farmers and who are hunters
- Allocate and organise your people as types-to-task to ensure you utilise all your resources
- Understand the market: its forces, structure and segmentation. Where is the money? Where do we farm and where should we hunt?
- Develop simple, effective strategies which will marshal your resources to force a breakthrough
- Set up combined operations - sales and marketing working effectively and powerfully in tandem
- Set up Wolf Packs to identify, organise and quickly penetrate new opportunities
- Build a winning, hungry attitude, culture and leadership
- Develop an implementation plan to see you through to success

### Target audience:

- BU, Sales or Marketing heads who have a particular market or business issue they want to address, and wish to get their whole team working on it together, and are hungry to come up with a winning solution and plan

For more information about how we can help you win business in competitive markets, contact:

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