

Step	Challenges facing SEMs	Prosper Approach	Expected Outcomes for NESAs Members
Targeting relevant stakeholders	<p>A key challenge in stakeholder engagement is knowing who to target.</p> <p>Careful research and analysis is required to ensure SEMs are not “fishing in a chlorine pool” – chasing stakeholders who are inappropriate.</p>	<p>Prosper advocates a very focussed and disciplined approach to identifying targets, drawing on what works today and employment trends in preferred regions.</p> <p>We then help SEMs build a stakeholder plan for their regions.</p>	<p>SEM only target prospective stakeholders with a strong chance of signing MoUs</p>
Approaching stakeholders with confidence	<p>With the plan in place, it is now time to approach your key stakeholders.</p> <p>Knock backs are common here which can impact SEM confidence.</p> <p>Time management becomes an issue and sales efficiency suffers.</p>	<p>In response, Prosper promotes a tried and tested “approach technique” for gaining meetings with key influencers or decision makers.</p> <p>This technique gets around the gatekeeper before the SEM is shut down.</p> <p>We help SEMs refine their unique value proposition and “nutshell speech” for use in initially engaging key influencers and decision makers.</p> <p>Practicing the technique is a must and we allow time for this in the training program.</p>	<p>High ratio of meetings gained per approach</p> <p>More sales time invested in developing relationships with decision makers</p>
Engaging stakeholders	<p>The first meeting is the moment of truth.</p> <p>SEMs may fall into the trap of asking each target if they are prepared to sign an MoU before they have earned their trust and understood their function.</p> <p>Summarising each meeting and making a plan for the next stage is key.</p>	<p>SEMs are provided with a step by step approach to building a stakeholder profile.</p> <p>This aims to qualify each organisation on their potential to become a rewarding partner.</p> <p>We then provide instructions on how to summarise each meeting and make a plan.</p>	<p>Strong position to understand true business value of each MoU</p> <p>Highly informed SEMs on stakeholder value rating</p> <p>Referrals to other useful stakeholders</p>

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Doing the deal	<p>This step often makes or breaks a SEM's relationship.</p> <p>Very often, potential partners find it easier to say no than agree to signing an MoU.</p> <p>Frequently, the real reason is hidden in a cloak of deception.</p> <p>Typical excuses include needing more time to consider, having to consult their lawyers, or the lack of financial incentives available.</p>	<p>Prosperit instils in SEMs the confidence and motivation to take objections "head on".</p> <p>Using our refined technique, SEMs uncover what is really going on inside their counterpart's mind so it can be openly discussed.</p> <p>Practicing the technique is a must and we allow time for this in the training program.</p>	<p>Higher sales conversion rates</p> <p>Increased immediate business benefits</p> <p>More confident and motivated SEM salesforce</p>
Building and growing stakeholder relationships	<p>In this circumstance, keeping relationships warm whilst awaiting tender outcomes and establishing a regional presence could be the most challenging step.</p> <p>Many SEMs fail to appreciate the cost of ignoring "hard won" relationships.</p> <p>As MoUs are not legally binding, keeping relationships warm is essential to having viable partners ready to engage in the lead up to doing business in a new region.</p>	<p>At Prosperit, we have well developed techniques for maintaining relationships, from simple communications to more in-depth meeting arrangements.</p> <p>We articulate how SEMs can avoid burning stakeholders.</p> <p>Again, practicing the technique ensures SEMs are in a strong position to defend existing MoUs in place.</p>	<p>Fewer MoUs at risk of lapsing or partners being poached by other providers</p> <p>More exclusive arrangements</p>

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<p>Ongoing coaching and mentoring</p>	<p>Immediately post training, certain SEMs may initially struggle with applying the new skills.</p> <p>They may demonstrate sufficient effort in engaging, however they do not get enough MoUs signed up as NESAs Members prefer.</p> <p>It can take a few weeks for leaders to understand who is struggling.</p> <p>This below average engagement productivity can be costly for tender success.</p>	<p>Prosperit has deep experience in identifying those who demonstrate a genuine enthusiasm for proactive business development.</p> <p>We work with leaders to determine who might benefit from ongoing coaching and mentoring – immediately after the training concludes.</p> <p>These are weekly, 45m sessions which run for a minimum of five weeks.</p> <p>Conducted with individuals or pairs, the sessions are tracked via our Development Activity Plan.</p> <p>Results are shared with each mentee’s leader and interventions, if required, are quickly raised.</p>	<p>Highly skilled SEMs who are high on motivation and confidence</p> <p>More MOUs per SEM</p> <p>NESAs Members stakeholder management seen as market leader</p>