

Tactica

“If you are not fortunate enough to follow a great plan through to its perfection, you will nevertheless go much further than the generals who, acting without a plan, make war from day to day”. - Frederick The Great

Tactica trains salespeople to think like Generals.

Tactica will enable your Sales Teams to:

- *Use advanced Principles to plan Campaigns, develop Strategies, and carry out the Tactics for success.*
- *Identify the underlying Pattern of opportunities and take the correct actions to exploit or change that Pattern.*
- *Use Military Philosophy to leave the competition behind.*
- *Multiply their chances of success by Concentration of Force, Use of Initiative, and Exploitation of “Ground” within the prospect.*

The Results will be “Blitzkrieg” Sales Campaigns by more able and confident Sales people.

Tactica

Is the result of 20 years application of Military Philosophy to Sales Campaigns, and helped to take a tiny Software Company huddled behind a McDonalds Restaurant in a rundown London suburb, to a Multi-National enterprise.

Tactica comprises three one day Modules, and can be taken consecutively or separately:

Mapping Best Strategy and Tactics to the Campaign

- The Principles
 - How to Plan and Execute a Campaign
- The Pattern
 - Recognising and controlling types of campaigns

Wining Competitive Battles The Smart Way

- Mathematical Laws of Competition; Lanchester Theory
 - Choosing the right tactics for your size and strength
- The Indirect Approach
 - How to collapse time frames and maximise rewards

Gaining the Qualities of a Successful Military Mind

- Gaining an “Eye for Ground”
 - How to choose “ground” to best effect in an account
- Taking the Initiative
 - How to take and maintain the Initiative
- Fighting a Blitzkrieg “Shock and Awe” Campaign
 - How to bring all the lessons together

Tactica includes Instruction, Examples, Reusable Campaign Manual, Certification, and a copy of the Book “**Tactica**” by Paul McNeil. Ongoing Campaign coaching is available by arrangement.

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