

**4 MODULE  
WORKSHOP**  
**#MEGADEALS™**  
ADVISORY

# **#MEGADEALS** WORKSHOP

A transformative approach to sales and marketing for ultra complex deals  
...and what can all B2B companies learn from it?

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# HOW THE BEST MEGADEALERS ORCHESTRATE MEGADEALS

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#1

## ALIGN WITH KEY INITIATIVES

In Megadeals the buying company will only buy if your services and products align with their key strategic priorities.

#2

## UNDERSTAND AND MAP THE ECOSYSTEM

Identify your top target accounts and prospects and map out the stakeholders inside and outside their organisations.

#3

## CREATE CONSENSUS AT SCALE

Hardest activity in megadeals is how you influence and drive consensus with stakeholders inside and outside your customers' ecosystem when you cannot meet them F2F.

#4

## FIND AND DEVELOP TROJAN HORSES

Trojan horses feed you key information that you don't get through official channels and helps you understand if you are winning or losing.

#5

## MITIGATE CUSTOMER RISK

In megadeals your value proposition will get you in the door, risk mitigation will get you the deal.





# COMMON CHALLENGES IN MOST B2B COMPANIES



# SELLING VS ORCHESTRATING

”MEGADEALERS ARE  
DEAL ORCHESTRATORS”





OVERVIEW

**BALANCE**  
**INVESTMENT**  
**TO MAXIMIZE**  
**GROWTH**

**SALES**



**MARKETING**

REALLOCATE  
INVESTMENTS  
FROM SALES  
TO MARKETING

REALLOCATE &  
INVEST 50%  
OF THE SAVING  
INTO MARKETING



1

BALANCE

LEADS GENERATION  
VS FOCUS ON THE  
FULL FUNNEL



LED GEN.



PIPELINE



EXISTING

DISTRIBUTION  
OF TODAY



DISTRIBUTION  
TO STRIVE  
TOWARDS



2

BALANCE

CONTENT VS  
DISTRIBUTION

MESSAGING PLATFORM

BRAND PLATFORM

CONTENT

DISTRIBUTION

# BALANCE INVESTMENT

- 1. LEAD GEN. & PIPELINE
- 2. CONTENT & DISTRIBUTION



#MEGADEALS™



# CONTENT

50 MIN  
EXECUTIVE  
SUMMARY

2 DAYS /  
4 HALF DAYS

Podcasts  
Conferences  
Ads  
Videos  
Webinars  
Post & Articles  
Megadeals book

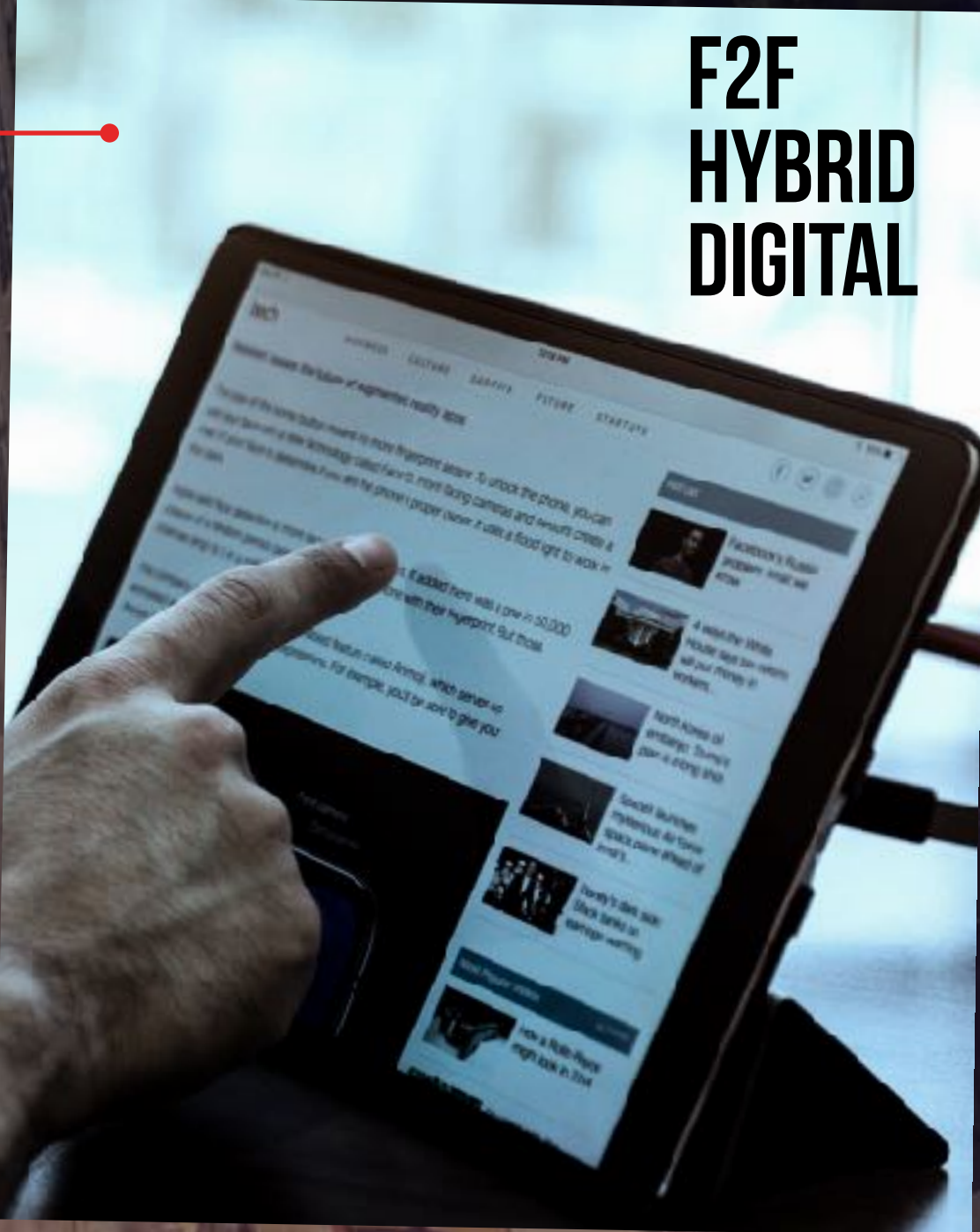
# PROGRAMMES

DEEP DIVES X  
HALF DAYS

MEGADEALS  
FACTORY

DEAL  
ORCHESTRATION

F2F  
HYBRID  
DIGITAL



MEGADEALS.COM



# MEGADEALS WORKSHOP

A transformative approach for sales and marketing that will change how you orchestrate large complex B2B deals.



#MEGADEALS

# MEGADEALS WORKSHOP SET UP

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## STORY TELLING

We share real life stories, story telling inspires and help people remember.



## MEGADEALS DISCIPLINE

Teach and maintain the megadeals discipline



## PRAGMATIC PRACTICE

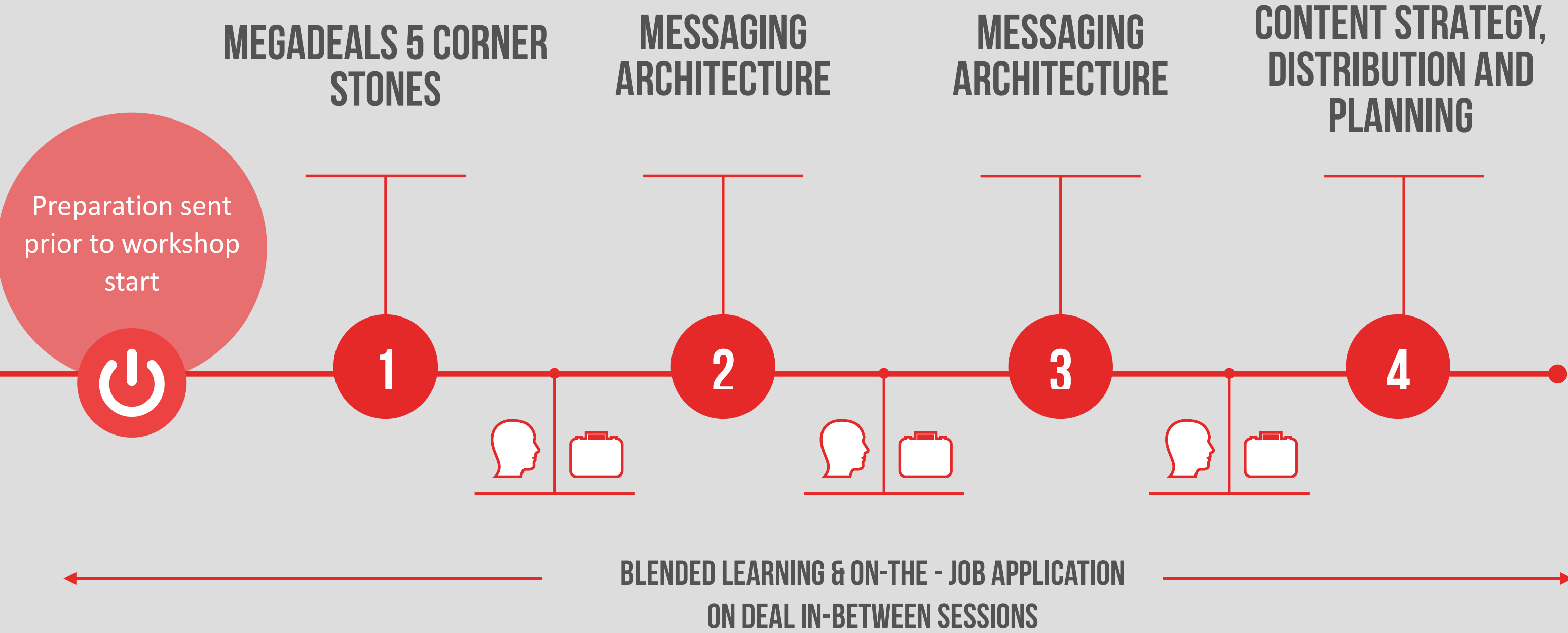
Adoption is driven by “doing” and “applying”. Participants apply what we teach on a real life customer case



#MEGADEALS

# MEGADEALS WORKSHOP

- Preparation tasks sent prior - view content, pick a deal, industry or vertical.
- The sessions are recorded
- Each delegate receives a booklet for each session.



## 4 HALF DAY MEGADEALS WORKSHOP



DIGITALLY RUN OR HYBRID



### PROGRAM LENGTH

Each session is scheduled for 3-4 hours.  
1-2 weeks in between each session.



# CONTENT, PREPARATION, LOGISTICS

## PROGRAM CONTENT

Facilitators with 25+ years of experience in sales, marketing and doing Megadeals.

Each delegate receives the Megadeals e-book and a booklet of the workshop material.

We use storytelling and pragmatic exercises where delegates apply what we teach on real life customer case.



## PREPARATION

Delegates pick a deal, industry or vertical for the workshop.

They apply what we teach on their chosen accounts in the workshop.

Read the deal/s annual report and/or other similar material.

## LOGISTICS

**4 module** workshop: 3 hours per module

Language: English & Swedish

Time: 3 hours/session

Location: Online via Zoom or similar

All participants get a Megadeals online certificate, prepared for Linked-In.

If you prefer, we record the sessions and share them with you.

**Use these for:**

- Repetition
- Drive adoption
- Share it with colleagues
- Onboarding purpose and more



1 EXISTING GROWTH ACCOUNT  
AND 1 NEW LOGO

# 4 MODULE WORKSHOP

## MODULE #1 INTRO & THE 5 CORNERSTONES

- I. KEY INITIATIVES
- II. MAPPING THE ECOSYSTEM
- III. DRIVING CONSENSUS
- IV. TROJAN HORSES
- V. RISK MITIGATION

## MODULE #3 MESSAGING ARCHITECTURE DEAL CLOSING MESSAGING ORIENTATIONAL MESSAGING

## MODULE #2 MESSAGING ARCHITECTURE FUNDAMENTAL MESSAGING INCLUDING TARGETING AND POSITIONING

## MODULE #4 DRIVING CONSENSUS USING CONTENT & DISTRIBUTION TACTICS

ABM, A VARIETY OF ABM TACTICS  
IP-TARGETING, ENTERPRISE SOCIAL SELLING  
NAMED LIST TARGETING,  
ACCOUNT BASED SEM,  
BEESWARMING  
WEBINARS  
INTENT, ETC



# WORKSHOP CONTENT & OUTCOMES

At the end of the workshop participants will

- Have a good understanding of the Megadeals discipline.
- Inspired and keen to adopt more of the discipline.

What the participants will adopt post workshop,

- Matching solution to clients key initiatives and other key criteria to disqualify early where needed. Hence focus time money and resources on deals that have a higher likelihood to close.
- Using tools like Sales Navigator to identify and map up stakeholders in the clients organisation / ecosystem.
- Find and nurturing Trojan Horses.
- Building risk mitigation into the sales process. Identifying the risks for the client of doing business with you. And understanding which risks can and cant be mitigate. Communicating this in a candid way to build trust.

What participants and the business will need more help to establish,

- Mapping the broader ecosystem outside the clients organisation that impacts the deal. How to influence and shape that ecosystem in your favor by driving consensus
- Industrialising the customer facing activities to drive commercial scaling for Enterprise and Megadeals - targeting the right message at the account based stakeholders at the right stage of the sales process with the relevant content. Optimizing between physical and digital touchpoint (meetings combined with digital distribution tactics like social selling, IP-targeting, re-targeting, webinars etc). This also impacts how the customer facing teams work as one team from sales, marketing, delivery, product etc against your largest revenue deals.



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