



LET'S LEGO PLAY for Commercial Strategy

WORKSHOP OBJECTIVES

This workshop has the main objective to define the new sales strategy based on the new DIGITAL trends already present in the market, also relating that strategy with the new kind of customer segments that are appearing in this new trend. Apart of this, will be analyzed and linked the products and services of the organization with this new kind of customer segments.

Let's Lego Play have more than **200 customers** worldwide where we have contributed to the Digital Transformation Challenge with these workshops.



Chile | Colombia | Costa Rica | Ecuador | Spain |
Mexico | Panama | Dominican Republic |
United State | Venezuela

AUDIENCE

Sales VPs, General Management, Sales Departments or Areas.

DELIVERABLES

New Sales Strategy + Sales Evolution Roadmap covering :

- Organization & Sales Strategy.
- Sales Strategy vs Customer Segment.
- Customer Segment vs Products / Servicest..

WORKSHOP DURATION

5 Days 5 Hours a Day.