

SERVICE LEVEL AGREEMENTS

Who should attend: Consultants who wish to learn the techniques involved in selling service level agreements in order to formalise relationships.

Outcome: Participants will gain confidence and will the skills required to sell service level agreements.

1. Introduction

- What is a service level agreement?
- What are the benefits?
- In what instances are they appropriate

2. Concepts

- Overcoming negativity
- Formalising the relationship

3. Structure

- Introducing the concept
- Overcoming objections

4. How to close

- Asking for the signature
- When, why and how

5. Role Plays to build confidence