Overview

Boundary Workshop (Virtual)

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One of the toughest things about establishing an IT sales function is building effective working relationships with peers throughout the IT department. This workshop facilitates a dialog between sales and engineers to clearly define their boundaries -- where business requirements stop and business specifications begin.

Boone Associates' Boundary Workshop is designed to enhance a working partnership between consultants and their peers by:

1. Helping Sales and Engineering groups agree on a customized, clear document outlining what a business requirements write-up should include.
2. Clarifying with sales and engineers the distinction between business requirements and business specifications.
3. Encouraging candid, productive discussions between engineers and sales.
4. Providing a high-level overview of the opportunity discovery process as background for discussing business requirements.

Agenda

Day 1 (Morning): Sales Briefing and Initial Discussions (4 hours)

>   The morning of the first day of the workshop is devoted to the review of successes and challenges in the sales/engineering relationship and the adaptation of a detailed description of business requirements. All of the work generated will be captured and used for discussions with engineers on Days 2 and 3 of the workshop. If members of the sales team have not yet attended an opportunity discovery workshop, information regarding opportunity discovery (i.e., <u>not</u> training) will be provided to them.

Day 1 (Afternoon): Engineers Briefing and Initial Discussions (4 hours)

>   Engineers will be briefed (i.e. not trained) on the process of opportunity discovery and they will also discuss successes and challenges in the sales/engineering relationship. They will then give input into what they perceive to be the important elements of a business requirements document. This information will be captured and integrated with the sales responses for use on day 2.

Days 2 and 3: Consultants and Engineers Build Consensus on Requirements Document (4 hours each day)

These highly interactive days are devoted to gaining agreement between the Consultants and Engineers on a list of clear guidelines for business requirements. An amalgamation of the previous day's work will serve as the foundation for these lively discussions between Sales and Engineers. Attention will be given to discussing the successes and challenges regarding the working relationship between the two building blocks. The end result of the two days will be a working document outlining the questions that need to be answered in order to provide top-quality business requirements to engineers.