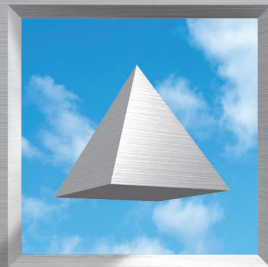


Foundation Series Strategic Selling®

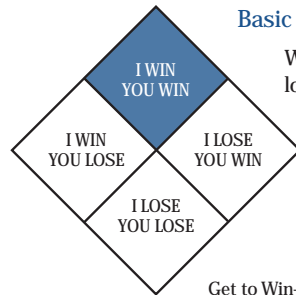


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Basic Premise

Whatever got you where you are today is no longer sufficient to keep you there.



Get to Win-Win by creating a strong strategy that leverages  and minimizes or eliminates .

Single Sales Objective

- Product/service related
- Specific, clear, concise
- Definable and measurable
- Tied to a timeline
- Usually not connected by “and”

Single Sales Objective

To sell _____
company/specific area product/service/solution

for _____ by _____ .
sales revenue/other units close date

Buying Influences

Economic

Gives final approval to buy. Focuses on the bottom line and impact on organization.

User

Makes judgments about impact on job performance. Focuses on the job to be done.

Technical

Screens out. Focuses on the match to specifications in their areas of expertise.

Coach

Acts as a guide for this sale. Focuses on your success with this proposal.

Degree of Influence

High: Dominant influence for this sale
Medium: Some influence for this sale
Low: Little influence for this sale

Modes

Modes describe the Buying Influence's perception of the solution into which you are trying to sell now.

- Growth
- Even Keel
- Trouble
- Overconfident

Ratings

Ratings describe how the Buying Influences feel about your proposed solution (on a scale of +5 to -5).

Win-Results Statement

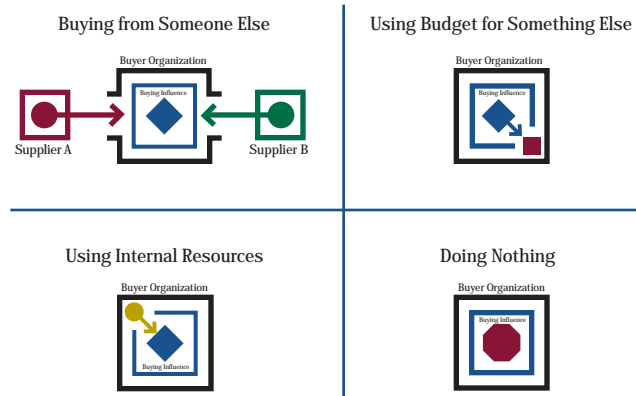
A short statement of the personal Win that a Buying Influence attains when important measurable business Results are delivered.

Results are product/service related; they describe your product's impact on the Buying Influence's business processes.

Wins are personal and describe how the Buying Influence's self-interest is served.

Competition

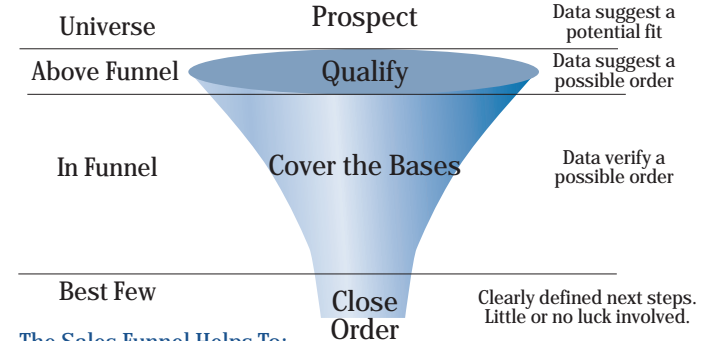
Competition is defined as any alternative solution.



To deal with the competition you must leverage 🏏 and minimize or eliminate 🚫.

Sales Funnel

A device that can be used as a tool to help focus salespeople and managers.



The Sales Funnel Helps To:

- Define where you are in the selling process
- Track Single Sales Objectives
- Manage selling time
- Prioritize selling activities
- Bring balance to the four kinds of selling work