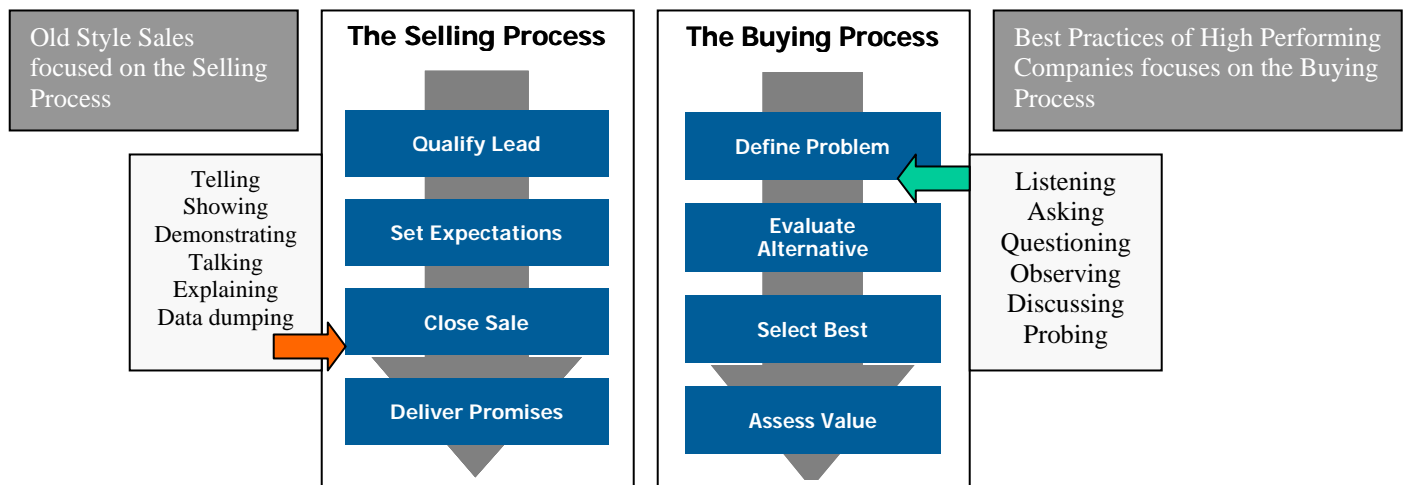


Develop the Best Practices of World Class Sales Organizations

Strategic Selling® and *Conceptual Selling®* are combined in a three-day program, harvesting the opportunity management strategies and tactics from *Strategic Selling®* and the opportunity identification and call planning techniques from *Conceptual Selling®*.

Strategic Selling® focuses on specific opportunities that the salesperson is pursuing in their accounts. The focus of *Strategic Selling®* is how the salesperson is currently positioned and what actions they need to take in order to advance the sale forward. In complex sales, our clients find that *Strategic Selling®* expands the number and quality of management level contacts that the salesperson has. In addition, *Strategic Selling®* reduces the number of “no decisions” where resources were expended, proposals were done and ultimately, the account never makes a decision. And most importantly, *Strategic Selling®* puts language and process around the best practices of your high performing salespeople—enabling the coaching of those behaviors in your entire team.

Moving into the “tactical” component of the program, *Conceptual Selling®* focuses on effective opportunity identification with every interaction, including face-to-face meetings, phone conversations, and correspondence. Many of our clients focus their time and energy on product training, particularly early in the sales person’s career with the company. We certainly don’t want to diminish the importance of this training. However, what we observe as a result of this product focus is sales organizations that “tell, tell, tell” rather than seek to understand what is important to the customer and what they are trying to accomplish. *Conceptual Selling®* challenges the sales person to understand the customer’s buying process and to align the correct message and activity with where the customer is in their buying process. Measurement occurs based on the customer taking action, thus enhancing sales person productivity. This sample diagram depicts the importance of aligning your strategy-- *Strategic Selling®* with the customer’s buying process-- *Conceptual Selling®*.



During this program, your sales representatives will learn how to:

- Position themselves with the buying influences who have impact on the decision process.
- Align the Buying and Selling process.
- Team sell more effectively using common language.
- Focus on the opportunities that are most likely to close
- Recognize the key buyers who need to be convinced to take action.
- Sell a solution versus push a product.
- Effectively manage their selling time by understanding the difference between selling time and account management.
- Determine if credibility exists with a buyer and if not, how to develop it.
- Ask for commitment that measures the advancement of the sale on each interaction with the customer.
- Talk less on calls and listen more.

Strategic/Conceptual Selling® Program Overview

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Strategic/Conceptual Selling® Overview

In the *Strategic/Conceptual Selling®* program you will learn, apply, and practice the following opportunity management and identification strategies and tactics.

Strategic Selling®

Change

- Understand that the most important thing to consider in determining your positioning is your customer's pre-disposition to change.

Single Sales Objective

- Clarify if a sale truly exists, is there budget, have funds been allocated and what the value of the sales is.
- Focus on revenue attainment.

Define the Players: The Four Buying Influences

- Determine who all of the key players are in influencing the decision being made and the role that they play for the sale.
- Identify if there are patterns in positioning.

Degree of Influence

- Differentiate the varying Degrees of Influence for each Buying Influence
- Recognize that Degrees of Influence may or may not be determined by title.

Modes

- Identifies individuals pre-disposition to change.
- For individuals who see no need to take action, determine types of approaches that work to get them engaged.

Getting to the Economic Buyer

- Uncover the three challenges in getting to the Economic Buyer. Dealing with the "float factor," the internal blocker, and intimidation
- Establish your credibility by providing the one thing the Economic Buyer always wants

Competition

- Learn the types of competition
- Understand how focusing on the competition can be just as dangerous as ignoring it.
- Leverage a new strategy to use against competition

Ideal Customer

- Measure the fit of your opportunity using the Ideal Customer Profile: a reliable tool for concentrating on win-win business
- Sort and prioritize prospects according to this profile

The Sales Funnel

- Maximize your most precious resource: selling time
- Leverage the Sales Funnel for account tracking and territory management
- Avoid the "boom and bust" income cycle
- Discover an effective balance between the four types of selling work

Strategic Analysis: The Blue Sheet

- Pull it all together into an action-based strategy for a structured, proven, 60-minute sales analysis
- Leverage a complete, detailed picture of your Single Sales Objective
- Illustrate who should do what and when to move your sale toward a close

Strategic/Conceptual Selling®

Program Overview

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Conceptual Selling®

Customer's Concept-Move from Product to Solution Sale

- Understand what the customer is trying to accomplish, alternatives they will or have considered and what criteria is most important to them in making their decision.
- Only after Customer's Concept is understood can a product presentation occur.

Action Commitments

- Set customer action targets for every call and step in the sales process.
- Determine your Best Action Commitment: the most you can expect from the customer as a result of the interaction.
- Identify your Minimum Acceptable Action: the metric that suggests that you should consider a stop investment decision or another strategy.

Valid Business Reason

- Establish a business reason or objective for each call
- Focus on what the customer wants to accomplish during the call.

Credibility

- Learn the three types of credibility: earned, transferred, and established by reputation
- Understand why you should test your credibility on every call
- Learn how to enhance your credibility.

Getting Information

- Recognize what information is missing and who is the best person to ask
- Leverage questioning as a process to confirm and uncover information
- Explore the five question types: Confirmation, New Information, Attitude, Commitment, and Basic Issues

Superb Communication-Active Listening

- Maximize the understanding between yourself and the customer
- Compare the effects of "Question Shock" and Golden Silence
- Discover the proven benefits of Golden Silence

Giving Information

- Decipher the difference between unique strengths and features and benefits in order to be a "trusted advisor" rather than a vendor.
- Understand what the customer means by "value" and you can then deliver expertise as a Unique Strength

Sales Call Approaches

- Compare traditional selling approaches and the joint venture
- Evaluate which works and which doesn't
- Utilize logic to get to win-win results with your customers

Sales Call Plan

- Bring it all together and detail your action plan for your upcoming sales calls
- Use the Green Sheet checklist questions to build your strategy

Post Call Assessment

- Determine what worked and what didn't in your interaction with the customer. What selling behaviors did you demonstrate well and next time you interact with a customer, what would you like to do to be more effective.

For more information on implementing these programs in your company, please contact Pam Switzer at 1-866-670-4447 or pam@teambuilders-int.com

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