

STRATEGIC SELLING®

Comprehensive Strategy for Complex Sales

Strategic Selling® helps organizations develop comprehensive strategies to win sales opportunities. The program delivers a selling process and action plan to successfully sell solutions that require approval from multiple decision makers in the customer's organization.

Strategic Selling® provides visibility into sales opportunities, documenting plans with the program's Blue Sheet. This involves first identifying all key players in the customer's organization, understanding each player's degree of influence and their reasons for buying, and uncovering essential information. Salespeople and organizations will be equipped to evaluate their competitive position, address the business and personal motives of each decision maker in the client organization, and differentiate their company by leveraging its unique strengths.

Strategic Selling® significantly improves the odds of winning complex sales opportunities. It gives organizations a common process and language for pursuing sales opportunities and criteria for allocating resources to determine when to walk away from resource-intensive deals with low probabilities of success. The key to success is learning how to focus time and energy on those opportunities most likely to become profitable, long-term customers.

Strategic Selling® may be the right solution if your company is trying to:

- Secure approval from multiple decision makers.
- Navigate the internal bureaucracy of customers and prospects.
- Gain more visibility into the status of important sales opportunities.
- Allocate resources appropriately for large sales.
- Improve team collaboration to pursue strategic opportunities.
- Forecast revenue with greater accuracy.
- Increase close rates for opportunities with long sales cycles.



Multiple Decision Makers

In complex selling environments, where multiple people will influence the outcome of a sale, identifying and accessing these decision makers is an essential part of a winning strategy. World-Class Sales Organizations are significantly more likely to recognize the importance of these individuals in securing a sale.

In a large deal, we always gain access to key decision makers.



*"I was able to immediately put the methodology to use in developing a sales strategy for a significant opportunity. Using **Strategic Selling®**, I was able to clearly assess the customer's needs and tailor a solution that addressed those needs in a win-win formula."*

- Salesperson, Travel & Leisure

"I am doing a blue sheet each week and reviewing it with my team. During the reviews I learn a great deal from my teammates about what they do successfully and how I can improve. It allows us to have a structured discussion around the way to penetrate and win a project."

- Account Manager, Healthcare

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STRATEGIC SELLING® PROGRAM FACTS

Who Should Attend

Any member of the organization involved in selling, from field salespeople to senior management to sales support, should be involved in the implementation of your sales process. Using a common sales process is an effective way to collaborate among those who are in direct and indirect sales roles to improve the speed and accuracy of communication about sales opportunities.

How Your Organization Will Benefit

Enable field sales to:

- Identify and position solutions with the true decision makers.
- Analyze each decision maker's receptivity to change to determine whether a sale is possible.
- Close business consistently from quarter to quarter and avoid the "roller coaster" pattern of sales.
- Allocate limited selling time on quality prospects.

Enable sales management and senior leadership to:

- Employ a common language to discuss the status of sales opportunities and establish next steps.
- Quickly identify opportunities that are worth the investment of limited resources.
- Collect and share best practices from top performers with the rest of the sales team.

Delivery Options

- Regularly scheduled live public programs (2-days)
- Tailored on site live programs (2-days)
- Blended e-learning and live programs (1-day live)
- Group or self-study virtual programs
- Train-the-Trainer (Client Associate)



▶ **Sales Access ManagerSM** – Sales process integration with relationship management systems (CRM).



About Miller Heiman

Miller Heiman helps companies and individuals that compete for high-value business-to-business sales develop strategies, processes and skills to consistently win business – especially when the sales process is complex and the marketplace demanding. We are the world's largest sales performance consulting and training firm and the preeminent thought leaders in the space. Quite simply, nobody knows sales performance better than we do. With corporate headquarters in the United States, United Kingdom, and Australia, Miller Heiman offers programs worldwide in 15 languages.

Related Offerings

Conceptual Selling[®] – Communicate effectively to uncover and align with the customer's buying process.

Large Account Management ProcessSM (LAMP[®]) – Strategic planning for protecting and growing key accounts.

Strategic Selling[®] Coaching – Driving sales process adoption through coaching to increase success in critical sales opportunities.

Strategic Selling[®] Funnel Management – Increasing sales forecast accuracy and improving funnel management.

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