

STRATEGIC SELLING® and CONCEPTUAL SELLING®

Aligning Buying and Selling Processes in Complex Sales

The *Strategic Selling*® and *Conceptual Selling*® programs combine to offer a process to strategically pursue complex opportunities by understanding the buying and selling processes at work. The program helps map out both the sales opportunity being pursued as well as the expected outcomes of each critical customer interaction.

From the seller's point of view, the *Strategic Selling*® process provides visibility into the sales opportunity. 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.

Conceptual Selling® shifts the focus from seller to buyer and helps salespeople connect the way they sell to the way their customers buy. The program clearly defines how to unearth a customer's key issues and concerns in order to better focus selling efforts on what the buyer needs to accomplish.

This program combination provides organizations a more complete picture of the elements at play in a complex sale. Time and energy will be focused on those opportunities most likely to become profitable, long-term customers. This combination also gives organizations a common process and language for pursuing sales opportunities and planning for effective customer interactions.

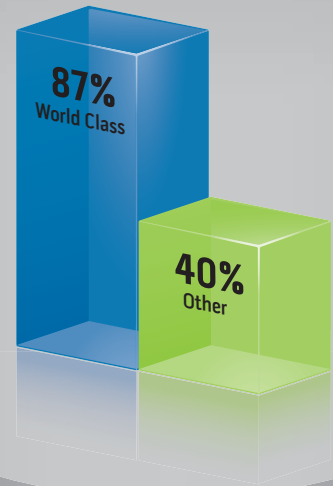
The combined *Strategic Selling*® and *Conceptual Selling*® program may be the right solution if your company is trying to:

- Secure approval from multiple decision makers.
- Navigate the internal bureaucracy of customers and prospects.
- Gain more visibility into the status of important sales opportunities.
- Forecast revenue with greater accuracy.
- Increase close rates for opportunities with long sales cycles.
- Transition from a product-led sale to a solution-led sale.
- Differentiate your products and services from your competitors.
- Implement a consistent process to plan customer interactions.

Increasing Close Rates

Pursuing complex sales opportunities requires a well-developed plan and an effective way to manage the details of both the selling and buying process. A disciplined process provides the organization with a way to prioritize resources and create better predictability in the sales organization.

We have a disciplined process that is continually utilized to review all large deals.



"I have been able to shorten a standard average sales cycle from six months to two months."

- Account Manager, Capital Equipment

"Closed a large, strategic deal that was mapped out and discussed at length during the course."

- Salesperson, Technology

"Using the techniques to key in on the Economic Buyer, asking more open-ended questions, listening skills all help in converting more sales."

- Director, Hospitality

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■ STRATEGIC SELLING® and CONCEPTUAL SELLING® ■ PROGRAM FACTS

Who Should Attend

Any member of the organization interacting with customers at any point in the sales cycle, 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:

- Plan for important customer interactions to ensure effective use of selling time.
- 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.
- Differentiate your organization and solution with the true decision makers by first understanding what is important to the customer.

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.
- Ensure the sales process is moving forward with every customer interaction.

Delivery Options

- Regularly scheduled live public programs (3-days)
- Tailored on site live programs (3-days)
- Blended e-learning and live programs (2-day live)
- Group or self-study virtual programs
- Train-the-Trainer (Client Associate)



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

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

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

Strategic Selling® Funnel Management – Increasing accuracy and improving funnel management.

Conceptual Selling® Coaching – Driving sales process adoption through coaching to increase use of effective communication behaviors.

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