

The Strategic SaleSM

What you will learn

The two-day interactive workshop provides real-world processes and tools for managing complex sales. You will learn how to gain a full understanding of all the party's interests, and what is required to effectively deliver a solution that is truly valued by your customers.

Who will benefit

- Account executives
- Major account managers
- Strategic account managers
- National account managers
- Global account managers
- Sales managers
- Sales executives
- Marketing managers
- Senior executives
- Sales support professionals

For more information, call **800.745.8075** or go to:
www.selling-up.com



Even the most experienced sales professionals and managers find it increasingly difficult to manage complex sales without a system for building account strategies, planning sales calls, and negotiating effectively to gain customer commitment, protect margins and move the sale to a close.


The process and methodology for breaking through.

*The Strategic Sale*SM provides sales professionals with the process and methodology required to achieve true Win-Win results in today's complex world. Win-Win selling doesn't mean your customer wins twice! It's a two way street, where the important interests of all parties are satisfied, sales are closed, and joint venture relationships are built. The two-day workshop helps sales professionals:

- Control the tone, the atmosphere and the tempo of your sale by orchestrating and managing a process designed to let your customers and *you* win
- Manage the process of understanding what you and your customers need to do to move the sale forward and to build or enhance long-term, profitable relationships
- Use the Strategy Call PlannerSM tool to guide your account strategy, organize your sales call plan and help you deliver the total value you bring to the table
- Recognize negotiating tactics and deal effectively with techniques used to extract concessions and beat you down on price

A foundation for enterprise sales process.

*The Strategic Sale*SM may be all you need as the foundation for your enterprise sales process. You strengthen your organization with new ways to identify viable sales opportunities, manage the opportunities you decide to pursue, and build long-term sustainable relationships that generate profitable revenue today and tomorrow.



Our tactical solutions are flexible and scalable. Each program may be tailored to accommodate special business challenges as well as unique personnel and corporate cultures.

The program includes:

- **Sales/Negotiation Objectives:** Set measurable selling and negotiation objectives that are clear to you and your customer
- **Business and Enterprise Issues:** Identify key business drivers that get customers to listen – and buy in
- **Decision Influencers:** Identify all key players that influence decisions in every complex sale
- **Personal and Business Interests:** Address both business and personal interests for the most powerful approach to delivering what customers really want
- **Getting To The Economic Decision Maker:** Increase the probability of a sale and shorten the sales cycle by getting to the ultimate decision maker in every complex sale
- **Exclusive Strengths:** Identify and communicate your “secret weapons” to customers in a powerful and compelling way
- **The Buy-In Funnel:** Understand the intellectual and emotional decision-making process, and how that affects negotiations
- **Target Client Scorecard:** Manage your sales business by identifying a profile of your most likely, profitable customers
- **Impact Messages:** Prepare powerful, compelling messages that motivate customers to contact you and to consider you as their “go to” consultant
- **Effective Questioning:** Learn why and how to use the three essential types of questions to ask in every complex selling/negotiating situation
- **Gaining Commitment:** Move your sale forward by gaining customer commitments to action at every step of the sales process
- **Hidden Issues:** Listen for and identify critical, hidden customer issues that can stall or derail your selling and negotiating efforts
- **The Sales Funnel Business Tool:** Use the sales funnel to manage sales to a close and prioritize selling activities
- **The Meeting Planner:** Use this sales and marketing tool to develop a focused, written sales plan, and communicate your total value to prospects and customers