

STRATEGIC SELLING



DESCRIPTION

Strategic Selling provides sales and marketing professionals and managers with methodologies and tools to enable them to manage sales territories strategically, qualify accounts, solicit useful information from customers and map out customers' decision processes.

KEY TOPICS

- Analysis of customer and Industry 'Drivers', which are the industry-specific issues that represent major challenges and opportunities for customers
- The Six-Step Strategic Selling Process
- Territory management and strategic account selection;
- Value-based selling
- Executing 'Six Sigma' sales calls.
- Mapping the customer decision process
- Developing a portfolio of competitive strategies and tactics;
- Winning negotiation strategies
- Gaining customer commitment
- Building customer loyalty through effective follow-through and delivery

METHODS AND TOOLS

- Strategic Selling competency self assessment;
- Optimized Time and Territory planning tool and worksheets;
- Price/Profit Levers analysis tools;
- 'Selling Pentathlon', a series of 5 competitive strategic selling exercises

OUTCOMES, Participants will:

- Develop an overall sales strategy for sales territories and prioritize strategic accounts.
- Move from commodity-based selling to value-based selling
- Improve negotiation skills and customer objection handling
- Better allocate selling time between different types of customers and prospects
- Improve their achievement of sales goals and increase sales

PARTICIPANTS

- Senior Sales Professionals, Account Managers and Marketing Managers

PROGRAM LENGTH

- Three days, including 1 day for the Selling Pentathlon