Selling Advantage Beyond the Product™

Selling Advantage Beyond the Product™ (SABP) is an intensive, interactive two-day training program that provides the participants with a proven, repeatable process for managing high value, complex sales campaigns.

Using a team approach and a proven, structured methodology, the program is centered on improving the active sales campaigns of each participant and introducing a standard and repeatable opportunity management process.

The session focuses on enhancing the sales person's role as strategist, politician, and team leader by integrating the process into your entire organization, thereby establishing a common understanding of your opportunities and your accounts.

When you win, why do you win?

When you lose, why do you lose?

How can you stop being out-sold by your competitors, increase hit rates while lowering the cost of sales, and identify and target the real decision maker in an account?

You know that product superiority and competitive pricing are not enough to guarantee sales excellence, that there's increasing pressure to bring in more revenue at lower cost, and that the competition seems closer every day. Through our experience, we have found that most organizations lack a clearly defined and replicable sales process.

Significant and sustainable improvement in sales process can only occur when all parties and organizational processes work together to support the process and drive new behavior into the organization.

PROGRAM PREPARATION

Each salesperson is required to bring to the session a high priority opportunity that is of strategic importance and expected to close in the short term.

This opportunity will be worked upon during the session, and 4 of these opportunities will be submitted to a testing process on the afternoon of the second day.

PROGRAM SUMMARY

Qualification: Sales teams must be able to objectively assess where they stand at any point in a sales campaign and make tactical decisions about moving forward based upon that assessment. Participants learn a clear and consistent a 12 question framework for understanding the status of sales opportunities. The process focuses on three very critical account and opportunity management questions:

- Why will the customer make a decision?
- How will the customer make this decision?
- Who will really be making this decision?

Solution Strategy: Participants learn the five different classes of sales strategies that are available to them, and how to select the correct strategy depending upon their solution advantage and competitive position in the account. Participants apply these techniques to advance their active sales campaigns and learn how to counter the strategies of the competition.

Political Strategy: Participants learn how to identify the buying roles, orientation and status of people that affect or will be affected by the current decision. They also learn the difference between rank and influence and the importance of distinguishing these factors within organizations because of their importance in the decision-making process. This results in the creation of a political structure for each buying decision and these same criteria are then applied to active account situations.

With an understanding of the political structure of the customer's organization, participants learn how to construct a political strategy aimed at establishing their credibility and value with the most powerful people in their account for this decision– the Center of Influence – and develop relationship strategies designed to improve our position with these key individuals.

Value: Ultimately, the power of the Value Proposition is that is expresses the impact of your offering on the business priorities of the customer - it is the linkage that makes you compelling. Participants learn how to develop and articulate a compelling value proposition relevant to the level at which the customer will make the buying decision, creating linkage between the plans, programs and priorities of the customer and the impact of your solution, at different levels within the organization.

Planning: Participants learn how to develop goals that link their efforts to factors that are critically important to their customers. They establish measurable sales objectives and learn the relationship between sales strategies and tactics in the overall context of executing a sales plan.

Test and Improve the Plan: Participants have continually constructed and modified their own sales plan during each of the previous five modules. During this final portion of the program, each of these plans is challenged in terms of their clarity, the value they deliver to the customer and their strength relative to the competition. Each plan is rigorously tested, challenged and improved by the entire group. The result is that, by the end of the program, each participant has an improved, tested sales plan ready for execution.

Participant Outcomes

- Qualify accounts at any point in the sales process, using a structured approach and common terminology that facilitates communication throughout your organization.
- Analyze the customer's political organization to identify and align with the right decision-makers.
- Understand how to select and implement one of five basic sales strategies in their active sales campaigns.
- Develop, test and refine comprehensive sales plans for their active accounts, creating immediate and measurable results.
- Have a measurable, replicable process for improving their win-ratios.

PARTICIPANT MATERIALS

Participant guide, Job Aid, softcopy of the Top Opportunity Plan™ Tool

FIELD REINFORCEMENT

Field Opportunity Reviews – Virtual, 90-minute working sessions in which up to 5 critical opportunities can be reviewed, tested and improved in a single day – are recommended to help accelerate field adoption and implementation of the process.

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