

# Selling Beyond the Product:<sup>TM</sup> Application Modules

## Selling Beyond the Product:<sup>TM</sup> Application Modules

The purpose of these meeting modules is to facilitate and support field management's reinforcement of the Selling Beyond the Product<sup>TM</sup> skills and processes.

Each module is designed to support a one to two hour sales meeting in which a key selling skill or process is reinforced with the Selling Beyond the Product content.

Each module consists of a Session Leader Guide with presentation materials and a Participant Guide.

The module design assumes that the person leading the session has completed Selling Beyond the Product program, but does not require any formal leader training or certification.

The modules reinforce the Selling Beyond the Product program without introducing new content.

It is not what you know about your sales process that will make you more credible, more compelling, more influential and more successful.

It is what you do with the process in front of real customers on a daily basis that makes the difference.

Selling Beyond the Product: Application Modules will help your sales teams transition from knowing to doing.

These modules have been built to enable a field manager to lead a 1 – 2 hour sales meeting focused on a particular sales challenge.



## PROGRAM MODULES

### KICKOFF

*This session introduces the Application Modules and the process that will be used in their delivery. It also reviews and refreshes the key skills and processes from Selling Beyond the Product and gives participants an opportunity to discuss any progress and success they have had using them in real-world situations.*

### GETTING THE APPOINTMENT

*A salesperson may only have one opportunity to convince a customer contact to agree to a second or third appointment. This session focuses on preparing to get an appointment, and role-playing the interaction. The session reinforces Purpose/Plan/Outcome, Agenda Suggestion Questions for pre-call planning and credibility, and Dis-Arm, Discovery, and Develop for objection handling.*

### BUSINESS MOTIVES

*This session focuses on preparing and practicing to talk with a prospective customer to understand what business issues are motivating them to consider the purchase of a solution. By understanding the business issues, participants are better able to position the solution, gain credibility, and qualify the opportunity based on its importance to the organization. The session reinforces: Discovery questions, Critical Success Factors, Business Drivers.*

### HANDLING OBJECTIONS

*When the customer raises an objection or concern the reaction of the salesperson may alleviate it or heighten it. This session focuses on two specific objections and gives participants an opportunity to practice resolving them in a way that increases credibility. The manager selects and communicates two objections in advance of the session. The session reinforces the objection handling process of: Listen, Dis-Arm, Discovery, and Develop.*

### COMPETITIVE FOCUS

*The purpose of the session is to find ways to educate the customer about the competitor's weakness without damaging our own credibility, and to educate the customer about our strengths, compared to this competitor. This session reinforces: Discovery strategy, Discovery questions, and Problem–Approach–Solution statements.*

### PRESENTING DIFFERENTIATORS

*The customer may believe our solution is no better than another, or that a competitor's solution is superior to ours. This session focuses on preparing to present a differentiator to a prospective customer. The session reinforces Problem–Approach–Solution statements, third-party stories, and Guided Discovery strategies and tactics.*

### INFLUENCING DECISION CRITERIA

*We gain a competitive advantage when we are successful in influencing the customer's criteria to emphasize the requirements that are better addressed by our solution. This session focuses on influencing customers' decision criteria in favor of a specific differentiator. This session reinforces: Guide Discovery strategy, Agenda Suggestion Question approach.*

### PREPARING A CONTACT

*In many accounts, we are not able to meet with everyone who will influence the decision, and in complex sales a good deal of the decision-making takes place out of our presence. This session focuses on preparing a contact to represent the solution to others. The participant selects a contact in advance. This session reinforces: Discovery questions, Discovery Summary, the Problem–Approach–Solution approach.*

## PRESENTATION PREPARATION

*We may only get one chance to present our proposal to the key decision makers. This session focuses on preparing to recommend the solution in a competitive situation to a prospective customer. This session reinforces Purpose/Plan/Outcome, Agenda Suggestion Question for getting attention, Discovery Summary to confirm needs, and Problem–Approach–Solution statements.*

### PREVENTING OBJECTIONS

*The best way to handle objections is to prevent unnecessary objections from being created. If we can build the value of our solutions, then we're much less likely to face objections. This session focuses on developing needs and value that outweigh the objection. This session reinforces: Discovery strategy, Discovery targets, and the Agenda Suggestion Question approach.*

## OUTCOMES

A sales organization that reinforces the skills, concepts and language of Selling Beyond the Product with these Application modules will:

### Participant Outcomes

Create a more team-oriented developmental focus.

Enjoy a common language and process that can be leveraged and managed.

Continually improve on the understanding, application, and adoption of the program skills.

Stay focused on the real-world application of the skills, processes and concepts of the program.

Enjoy a greater return on the investment in training, due to an on-going and focused improvement effort.

### PARTICIPANT MATERIALS

Participant Guide and relevant pre-work material.

### LEADER MATERIALS

Scripted Leader Guide and presentation materials.



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