

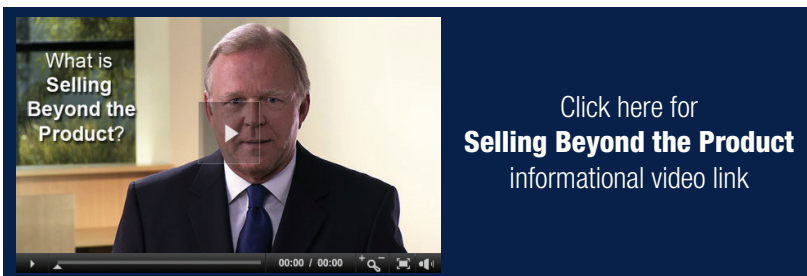
# Selling Beyond the Product™

Selling Beyond the Product™ is a learning experience developed by a team of learning experts with more than 100 years of success in selling sophisticated solutions to complex problems, each with a record of success establishing trusted, influential relationships with all kinds of customers.

Selling Beyond the Product takes the position that selling is about influence and that a sales person's ability to add value and influence customer perspectives on their situation is a function of skill, insight, and domain expertise.

How does a sales person *truly* add value? By understanding what value is to this customer - in all its forms – business, technical, personal, and political. By combining domain expertise and experience with deep and authentic curiosity about the customer and their challenges.

By focusing their discovery on the customer's full solution to their problem – not just on the product they want the customer to buy. And by understanding that adding that value helps to create a relationship characterized by two things – trust and influence.



## PROGRAM SUMMARY

Selling Beyond the Product is a three-day workshop designed to help salespeople gain knowledge and the skills to develop trusting and influential customer relationships – to differentiate themselves by the way they do business.

Selling Beyond the Product helps salespeople understand the buyer's perspective in the decision process and learn hard and fast skills for developing relationships in which the sales person can influence the customer's perception of the problem and of the differentiated advantages of your solution.

## Program Content

### 1. THE VALUE-ADDED STANCE

*Learn a repeatable process for establishing your credibility and developing trusted, influential relationships.*

### 2. ENGAGING

*Efficiently prepare for sales conversations in a way that enables you to demonstrate insight and differentiate yourself by your skills and the way you do business.*

### 3. LISTEN & LEARN DISCOVERY

*Ask insightful questions that clarify the full scope of the customer's view of their situation.*

### 4. GUIDED DISCOVERY

*Understand how – in Discovery – to raise the visibility and explore the potential value of your differentiated strengths compared to the competitive alternatives – including the status quo.*

### 5. CONFIRMING

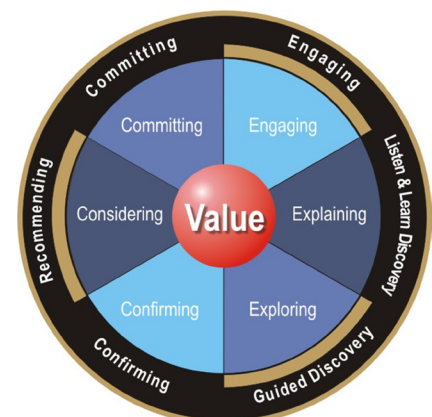
*Know how to frame a common understanding of the joint, and perhaps newly discovered insight you have developed mutually with the customer.*

### 6. RECOMMENDING

*Enhance your influence by recommending what customers should do to solve their problem, not just what they should buy.*

### 7. COMMITTING

*Be able to resolve concerns, obtain, maintain, and then leverage commitment to a solution decision.*



**Selling Beyond the Product™** is a learning experience that helps your whole sales team learn to add both their own value, but also to add value across the full implementation of a customer's solution.

Participants learn that their ability to influence a customer's perception of their situation and desired solution is a function of the quality of their relationship. Ultimately, that influence – the ability to impact the customer's perception of their needs – is what distinguishes consistently high performing salespeople.

## OUTCOMES

Upon completion of this session, participants will:

### Participant Outcomes

Apply new skills and techniques for developing stronger, more trusted, more influential relationships with their customers.

Improve their discovery questioning types and techniques.

Focus their discovery process on guiding the customer to consider different elements of their situation for which you have solutions.

Be able to apply a structured framework that will drive insightful, comprehensive discovery across all the different domains of the customer's situation.

Use an insightful Discovery Summary as the basis for presenting a solution.

Understand how to raise the customer's visibility into and value perception of all the different elements of your offering.

Leverage a successful commitment into future business within the account and with other customers.

What distinguishes the consistently high performing salespeople in your organization?

How are they different?

They have the same products, the same partners, the same organizational support and the same management as the rest of the sales force.

So what is different?

For your best answer, talk to their customers.

These customers will describe a lot of different things – all of which describe the higher levels of value they derive from their relationship with the sales person who is able to impact the way that they think of their situation and challenges, giving them an advantage over competitors who do not – an advantage based on skill and strategy– independent of product or solution.

## PARTICIPANT MATERIALS

Participant guide, Job aids, soft copy Scratchpads

## LEADER MATERIALS

Leader Guide, SBP program video, presentation support material

## FIELD REINFORCEMENT

We offer a series of Manager Application Modules – 2-hour "Regional Meeting-in-a-Box" self-contained modules for a Sales Manager to use in remote or in-person meetings with their team.

A set of eight, 10 minute Selling Beyond the Product™ Refresher Podcasts is also available to enable participants to revisit the content following the workshop.

A coaching program – Coaching Selling Beyond the Product™ is recommended to ensure active and engaged field management support for the process.

For product and strategic marketing staff working to support the field sales efforts, we offer Marketing Beyond the Product™ to better enable them to provide the domain insight and solution information required to more effectively create demand.



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