

Impact with Insight Beyond Product

Impact with Insight Beyond Product™ is a learning experience developed out of two multi-year consulting engagements with two of our company's long term customers, a global semiconductor company and a global systems and software provider. Both customers have highly differentiated products and services as well as large numbers of less differentiated, more commodity products.

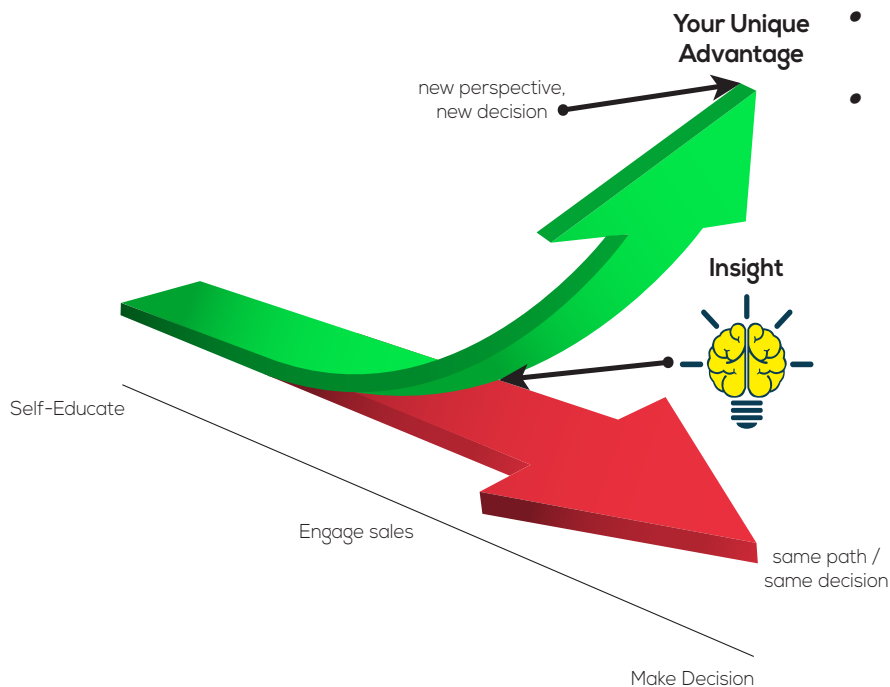
Both companies came to us with the same formidable challenge: Help us implement and then scale the insight selling strategy across the global customer-facing team. Not just the skills, but also the scaling.

Recent research with B-to-B buyers strongly suggests that no longer are we – the sales and marketing team – the primary source of information on our offering, and further, that by the time we meet the customer, they are more than halfway down the path to a decision.

Today, the self-educated customer is ubiquitous. If this truly is the case, how does the sales and marketing team have an impact on the customers' perception of our company, and our products and services?

Program Content

- *What is Insight and what is not*
- *The evidence for the impact of insight on the customer*
- *Insight as a Strategic Option*
- *How to avoid 'free consulting'*
- *Finding, and connecting our relevant and Unique Advantage*
- *The Core Question: What we firmly believe the customer is missing or getting wrong*
- *A Typology of Insight Messages: 4 variations*
- *Tailoring the message to Role and Style*
- *Message Delivery strategy: who and in what sequence*
- *How to approach Advocates and Opponents with insights*
- *Making the considered decision: Understanding decision filters and biases and the balance between logic and emotion in decision making*
- *Psychology 101: Why selling 'change' is hard*
- *How to 'bail from a fail': How to recover when your insight strategy does not work*
- *How to track progress and capture lessons learned.*





OUTCOMES

Upon completion of the **Impact with Insight Beyond Product** session, the participants will have:

A clear understanding of what Insight Selling is, what it is not, and where the effort involved has the greatest payoff

Skills and strategies for answering The Core Question: What we firmly believe the customer is missing or getting wrong

A simple process for connecting insights to a Unique Advantage that we have relevant to the customer's situation

4-6 curated Insight Selling Messages captured in a format that can be told as third party stories by any member of the customer-facing team

A replicable process for sales and marketing to collaborate in the development of the content of Insight Selling Stories

A strategy for tracking progress and capturing lessons learned

Impact with Insight Beyond Product™ is a collaborative working session that combines development of the skills involved in effectively delivering Insight Messages to customers, and the development of the content of those Insight Messages.

Participants come to understand that Insight Messages are impactful, and can readily be generalized across different customers, in similar situations with similar issues. Scaling the Insight Messages across the different product lines and regions is a key objective of the Impact with Insight Beyond Product working session.

Program Summary

Impact with Insight Beyond Product is a two-day skills and content development workshop designed to help your sales, business unit, and marketing teams both develop, deliver, and then to scale the insight message delivery strategy across your sales organization.

The process typically begins with the curated formation of working teams made up of sales, business unit and marketing professionals.

Prior to the working session, these teams go through a 90-minute webinar designed to introduce the insight selling strategy, help them understand how and when the strategy works best, and where and how they should be looking for potential insights. These working teams then meet remotely following the webinar and identify high-potential areas for insight messages within their accounts, product or services.

Once in the **Impact with Insight Beyond Product** working session, the teams work together to identify, develop, validate, and then capture insight selling content in the form of third-party stories that can then be shared across the customer facing organization.

PARTICIPANT MATERIALS

Participant guide, soft copy *Insight StrategyScratchpads*

VERSIONS

We offer three versions of the *Impact with Insight Beyond Product™* working sessions:

A **Key Account** version in which your account team collaborates with your business unit and strategic marketing people around specific pre-identified high value areas for a single customer insight message development. In this session, participating teams develop both the insight message and a detailed strategy and action plan for delivery of the message to the different key influencers for that decision in the account.

A **Business Unit** version in which your strategic and product marketing teams collaborates with some of your key sales team members organized around specific pre-identified areas for potential insight message development. In this session, participating teams develop both the insight message and a detailed strategy and action plan for scaling that message across the sales organization.

A **Sales Message Delivery** version in which your sales and marketing staff learns how to identify and verify opportunities for insight message delivery within their customer base, develop the critical components of the insight message to deliver, and to then develop a story and a strategy for delivering this insight message story to the different relevant influencers inside their customer base.



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