



ALIGNING WITH CUSTOMER BUYING BEHAVIORS — SALES ADVANTAGE SERIES

To compete in today's complex sales environment, salespeople must go beyond traditional sales approaches and serve both their customers and their own organizations as Consultants and Strategists. The Sales Advantage Series focuses on building a consultative mindset and employing critical consultative approaches, skills, and tools that enable salespeople to differentiate themselves and their offerings in key accounts.

Aligning with Customer Buying Behaviors focuses on winning more sales and retaining more business through keenly understanding the client's buying processes and aligning one's offering to these priorities. While focusing on how a client prefers to buy may seem obvious, in reality it is rarely done. Aligning with Customer Buying Behaviors helps salespeople adapt their offering to complement the client's buying process and create greater business value for their clients than their competitors do.

OVERVIEW

Aligning with Customer Buying Behaviors helps high-performing salespeople understand the customer's buying process. They learn how to look beyond their own selling priorities and adapt their offering to meet the client's buying priorities—fitting into the customer's business and buying processes versus requiring the customer to adapt.

THE BUYING BEHAVIOR SPECTRUM



Through the Buying Behavior Spectrum, salespeople learn how to identify and recognize client buying behaviors. They learn the characteristics of buy/sell behaviors that either move a client toward a long-term interdependent relationship or keep the client in a repeat transactional pattern.

As a result of participating in *Aligning with Customer Buying Behaviors*, salespeople are able to build stronger collaborative/non-adversarial relationships with customers, ultimately differentiating themselves from their competitors.

PROGRAM OUTCOMES

Aligning with Customer Buying Behaviors helps salespeople win, keep, and grow more business by ensuring that solutions and offerings address the real-time buying processes and priorities of their customers.

APPROACH

This half-day module equips salespeople with the strategies and tools to better understand and respond to client buying priorities.

Participants complete pre-work, then engage in session activities that bring the concepts to life through reflection, case work, and analysis of the buying priorities of their own company. During the session, they apply new tools—the Buying Behavior Analysis and the Offering Alignment Planner—to their own client opportunities. They learn to test the feasibility of an adapted offer against the operational and profit margin needs of their own organization, ensuring better go/no-go decisions earlier in the sales process.

An optional half-day application session is available to be used immediately following the session or at a later time. This learning and application approach reinforces key concepts, allows salespeople to put new ideas into practice following the training, and further advances their understanding.

ALIGNING WITH CUSTOMER BUYING BEHAVIORS

<i>Key Learning Topics</i>	<i>Learning Activities</i>
<i>Understanding Alignment and Buying Behavior</i>	Participants examine the factors that affect customer loyalty and agree upon a working definition of “aligning with customer buying behaviors.”
<i>The Buying Behavior Spectrum</i>	Participants are introduced to the Buying Behavior Spectrum and explore factors such as switching costs and systems benefits that influence why a client might adopt a particular buying behavior.
<i>The Buying Behavior Analysis Process and Tool</i>	Participants learn an approach for identifying the buying processes and priorities of clients and apply the Buying Behavior Analysis tool to a business case study.
<i>Creating Aligned Offerings</i>	With buying behaviors identified, consideration is given to the process of adapting a generic offering to align with client buying processes and priorities. Participants consider both the needs of their clients and the needs of their own organization in this portion of the module.
<i>Alignment Practice and Application</i>	Participants plan an alignment strategy for a real client.
<i>Strategist Implications</i>	Participants consider the implications of aligning with customer buying behaviors as an advantage to their own organization.

ENABLING IMPROVED PERFORMANCE

Sales Advantage Series modules feature application, reinforcement, and support tools. These tools ensure that salespeople can hone newly acquired skills and behaviors back on the job. Involving sales managers early and training them to coach for improved performance is also fundamental to a successful implementation.

MEASUREMENT

Organizations that implement the Sales Advantage Series also have access to Wilson Learning’s measurement and impact evaluation tools. The application session can serve as a leading indicator of behavior change and potential results. Account planning and coaching tools indicate and demonstrate progress with strategically important accounts.

We are committed to helping you succeed. And we will work with you to set up measurement systems to help move desired change forward and sustain the momentum of your implementation.

SERIES MODULES

The Sales Advantage Series modules introduce strategic approaches that equip your sales team to provide greater value to your customers and compete more effectively for the business. The modules include:

- **Aligning Sales with Business Value**
- **Conducting Strategic Business Calls:
Discovering Critical Success Factors**
- **Aligning with Customer Buying Behaviors**
- **Creating Differentiated Offerings**

This offering, *like all others from Wilson Learning*, can be customized to reflect your sales environment and business priorities, and integrated with your sales process.

SALES ADVANTAGE SERIES MODULES	
Module	Outcomes
<p><i>Aligning Sales with Business Value</i></p> <p>This two-hour webcast sets the stage for building a consultative mindset and preparing sales professionals to advance their role to that of a business advisor to their clients.</p>	<p>This pre-session webcast ensures the readiness of sales professionals to be fully engaged and prepared to learn these critical skills and approaches and apply them to their client accounts.</p>
<p><i>Conducting Strategic Business Calls: Discovering Critical Success Factors</i></p> <p>A one-day, two-part learning experience, this module first emphasizes the importance of understanding organization-level priorities, industry trends, and market forces that affect sales and shape effective offerings.</p> <p>The module then focuses on making meaningful, credible calls on strategic call points. Participants learn how to prepare for strategic calls, what to discuss, how to use time well, and how to maintain positive relationships with existing client contacts while calling higher, wider, and deeper in an account.</p>	<p>As a result of participating in this module, salespeople will understand what's most important to a client and will make more effective business calls on strategic call points throughout a client organization.</p> <p>Participants will create offerings that command significant profit while providing greater organization-level value to their clients.</p>
<p><i>Aligning with Customer Buying Behaviors</i></p> <p>This half-day module focuses on leveraging the buying priorities of customers. This module explores why some clients are open to longer-term, complex solutions, while others simply want to conduct low-risk transactions. It helps salespeople adapt their offering to ensure that buying priorities never become a barrier to a buying decision.</p>	<p>As a result of participating in this module, salespeople will win and keep more business by adapting what they sell to align with the buying processes and priorities of their clients.</p>
<p><i>Creating Differentiated Offerings</i></p> <p>This half-day module equips salespeople with the strategies and tools to set themselves apart from the competition. In this module, sales professionals learn how to look beyond easily commoditized features and services to develop real differentiation based on what the customer values, which is hard to replicate by competitors.</p>	<p>As a result of participating in this module, salespeople will differentiate themselves and their offering in a highly competitive market by improving the customer's buying and usage experience. Salespeople learn how to maintain and expand business in both existing and new accounts by becoming business advisors to their clients and offering solutions that clients truly value.</p>
<p><i>Improving Your Customer's Business Processes</i></p> <p>This module explores how to create business value by conducting client Business Process Analysis. Participants learn how to link products, services, and information in an offering that improves a client's internal business processes.</p>	<p>As a result of participating in this module, salespeople will provide greater customer value with offerings that improve client organizational business processes.</p>