



## CREATING DIFFERENTIATED OFFERINGS — SALES ADVANTAGE SERIES

*To compete in today's complex sales environment, salespeople must go beyond personal and technical effectiveness and serve both their customers and their own organizations as Consultants and Strategists. As Consultants, salespeople have the opportunity to differentiate what they sell, not with lower prices or additional features, but with insights into the customer's business that increase the genuine value of an offering to the customer. Such offerings seldom require discounting by the customer and are difficult to replicate by the competition.*

The *Creating Differentiated Offerings* module of the Sales Advantage Series helps high-performing salespeople avoid the pitfalls of competing on price by effectively differentiating their offering with customers. In this module, sales professionals learn how to look beyond easily commoditized features and services to developing real differentiation based on what the customer values, which is hard to replicate by competitors.

Salespeople learn how to maintain and expand business in both existing and new accounts. As a business advisor to clients, salespeople create solutions that clients truly value to develop real differentiation.

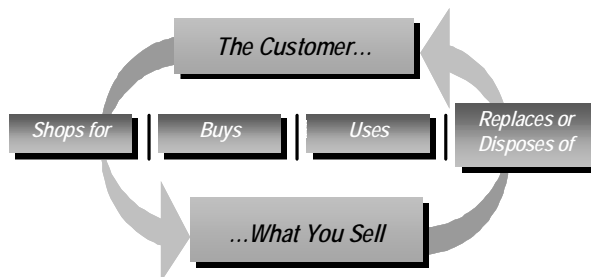
### APPROACH

This half-day module equips the salesperson with the strategies and tools to set themselves apart from the competition. The module uses real accounts for practice and planning.

An optional half day application session is available to be used immediately following the *Creating Differentiated Offerings* module. These two experiences combine to create a complete learning and application event, allowing salespeople to put new ideas into practice during and immediately after the training.

The application module can also be used at a later time to reinforce key concepts, share lessons learned, and advance the use of this strategic approach with all opportunities.

### The Customer-In-Action Model



In *Creating Differentiated Offerings*, a salesperson learns how to increase the value of the customer's experience with their offering. Sales-people learn how to improve the way customers shop for, buy, use and replace what they sell in a way that benefits the customer's business and differentiates themselves from their competitors.

### VALUE PROPOSITION

*Creating Differentiated Offerings* helps salespeople win and keep more business by improving the customer's buying and usage experience.

<b>DIFFERENTIATING THE CUSTOMER EXPERIENCE</b>	
<i>Key Learning Topics</i>	<i>Learning Activities</i>
<i>Understanding Differentiation</i>	Participants examine the challenges of differentiation, traditional approaches to differentiation, and learn a new working definition for differentiation appropriate for today's market. Participants discuss the difference between a product and an offering as they create solutions for customers that will impact their business.
<i>The Customer in Action Model (CIA)</i>	Participants are introduced to the CIA model and explore the four stages of the CIA process.
<i>CIA Analysis Process</i>	Participants identify what their customers do in each stage of the CIA process in regard to what they sell. They search opportunities for improving the customer experience and begin planning for differentiation.
<i>CIA Analysis Application</i>	Participants apply the CIA process to a real client situation.
<i>CIA Interviewing</i>	Participants learn a 5-step approach to discussing the CIA analysis with strategic call points.
<i>Strategist Implications</i>	Participants consider the implications of using a CIA as a source of 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 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.

### **ADDITIONAL MODULES:**

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

- Discovering Customer Critical Success Factors and Strategic Business Calling
- Aligning with Customer Buying Behavior
- Differentiating the Customer Experience

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.

<b>SALES ADVANTAGE SERIES MODULES</b>	
<b>Module</b>	<b>Outcomes</b>
<p><b><i>Aligning Sales with Business Value</i></b></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><b><i>Conducting Strategic Business Calls: Discovering Critical Success Factors</i></b></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><b><i>Aligning with Customer Buying Behaviors</i></b></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><b><i>Creating Differentiated Offerings</i></b></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><b><i>Improving Your Customer's Business Processes</i></b></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>