



PERFORMANCE • FULFILLMENT • RESULTS

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 to create business-level value for the client.

“Consultative selling”—the ability to understand and link solutions to a customer’s business priorities—is a critical skill, but is no longer by itself a differentiator. The real opportunity to stand out from the competition lies in becoming a true consultant to the business, asking a different set of questions focused on the customer’s core business processes. Once the salesperson thoroughly understands these processes—how they link to each other and what kind of information is exchanged among them—it is possible to identify unique opportunities to improve key metrics for the client organization.

OVERVIEW

The series, comprised of five modules, equips high-performing salespeople to be seen by clients as true business advisors, setting them apart from the competition. The series takes the salesperson through the most critical aspects of consulting: discovering the customer’s critical success factors, aligning the solution to the customer’s buying processes, differentiating the customer offering, and improving the customer’s business processes. All of these areas are vital to creating business value for the customer and are strengthened with highly strategic business calling skills to support the collaborative efforts.

Aligning sales with business value is a requisite for competing effectively in today’s market. Each Sales Advantage Series module introduces strategic approaches that equip your sales team to provide greater business-level value to customers.

SERIES OUTCOME

Companies need expertise and solutions that address business fundamentals such as productivity, efficiency, financial results, and return on investment. Salespeople who can respond to these needs can differentiate themselves from the competition. This will result in winning, keeping, and growing more business.

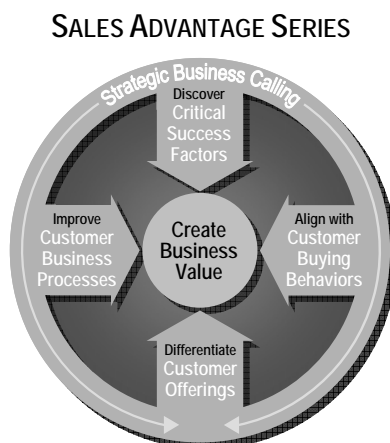
APPROACH

The Sales Advantage Series is comprised of configurable, instructor-led modules. The modules include:

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

Modules can be taken independently or as a complete series over time. Participants complete pre-work for each module to better leverage session activities that bring the concepts to life through reflection, case work, and application of new tools. Salespeople also work on their own client opportunities to advance their understanding and use of the tools.

Optional half-day application sessions are available to reinforce key concepts, and allow salespeople to put new ideas into practice and further advance their understanding.



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>