



## CONDUCTING STRATEGIC BUSINESS CALLS: DISCOVERING CRITICAL SUCCESS FACTORS— SALES ADVANTAGE SERIES

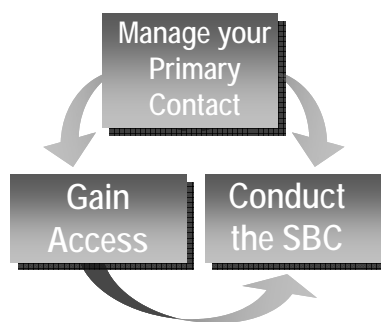
*Selling in today's environment is more difficult than ever. Organizations need more than a vendor; they need a consultant who understands what is critical to their business and provides the expertise and solutions that help them achieve greater efficiency, productivity, financial results, and competitiveness. Salespeople who can respond to these needs can shut out the competition while increasing both the volume and profitability of their sales.*

Conducting Strategic Business Calls: Discovering Critical Success Factors addresses two core areas that high-performing sales professionals need to master to successfully access and advise key decision makers. Unless they are able to uncover, comprehend, and link their offerings strategically to the client's critical success areas, they will be considered vendors and refused access to executive decision makers.

### OVERVIEW

*Conducting Strategic Business Calls: Discovering Critical Success Factors* addresses the foundational skills of consultative selling. Understanding those few areas that are critical for business success is first and foremost. Sales professionals learn how to uncover customers' critical success factors and how to adapt, create, and position the business value of your offering to meet these requirements.

A key component to being perceived as a business advisor is one's ability to make non-product-oriented strategic business calls outside typical call points. In this course, salespeople learn how to gain access to strategic call points and prepare for the call, and they gain the confidence to call at this level to conduct a mutually beneficial discovery meeting.



Used in conjunction, these two skill areas advance sales professionals' ability to provide solutions that address the customer's business priorities and processes.

### VALUE PROPOSITION

*Conducting Strategic Business Calls: Discovering Critical Success Factors* equips salespeople with the skills and confidence to make strategic business calls, uncover their customers' critical issues, and create offerings that address these business priorities.

### APPROACH

This one-day module provides practical strategies and tools to better discover and understand customer priorities.

Participants complete pre-work, then engage in session activities that bring the concepts to life through reflection, case work, and analysis. During the session, they apply new tools—the CSF Value Creation Planner and the Strategic Business Call Planner—to their own client opportunities. They prepare for a strategic business call on a real client and receive professional feedback. Participants use their knowledge of the industry- and company-level CSFs to create an offering for a real client account.

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.

## CONDUCTING STRATEGIC BUSINESS CALLS: DISCOVERING CRITICAL SUCCESS FACTORS

<i>Key Learning Topics</i>	<i>Learning Activities</i>
<i>The Challenge of Critical Success Factors</i>	Through pre-work and small-group discussion, participants analyze a hypothetical case where critical success factors significantly influence a buying decision.
<i>CSF Characteristics</i>	Participants engage in large-group discussions that define critical success factors and small-group activities that help them recognize the characteristics of CSFs within their own company and in their clients' organizations.
<i>Using CSFs to Create Business Value</i>	Small-group planning activities help participants understand how an offering needs to be adapted to appeal to a client's CSFs. Participants focus on a hypothetical case and real clients during this part of the program.
<i>Strategic Business Calling: Interests Are Different at Different Levels</i>	Through large-group activities, participants learn that Strategic Business Calls differ from typical or traditional product-oriented calls. Participants also engage in small-group activities that explore how a strategic business call might change at different call points within a client organization.
<i>Strategic Business Calling: A Three-Step Approach</i>	Participants learn to use a three-step approach for gaining access to strategic call points and preparing for and conducting strategic business calls.
<i>Managing Your Primary Contact</i>	Participants explore the potential impact on their primary client of attempting to access an atypical call point. They learn an approach for addressing resistance from their primary client and practice the approach in a large-group activity.
<i>Practicing a Call to Gain Access</i>	In small-group and paired activities, participants practice gaining access to a strategic call point in a hypothetical case. They also work in a peer-coach relationship to prepare for an actual strategic business call on a key account client.
<i>Preparing to Conduct the Strategic Business Call</i>	

### 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 enable 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><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>