

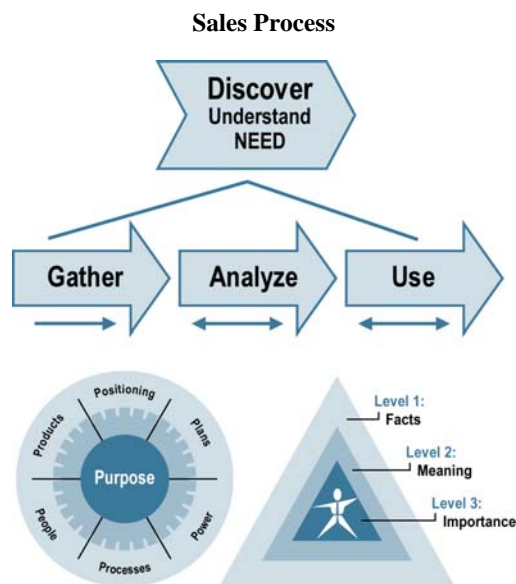


PERFORMANCE • FULFILLMENT • RESULTS

TURNING INFORMATION INTO SALES - AN APPROACH TO ADVANCED DISCOVERY

In a competitive marketplace, the salesperson that best understands the client's needs has a distinct advantage. Many salespeople know how to listen for a need and then match a solution to that need. Learning to discover much more than simple connections can yield great rewards. Differentiating on the basis of superior client knowledge helps provide a sustainable competitive advantage. Better information about complex client situations lets the salesperson create high-value solutions for clients and improved sales results.

In *Turning Information into Sales (TIS)*, salespeople will be provided with tools to effectively discover business needs, identify what matters and apply it in successful sales. They will develop the essential ability to discover information needed to create highly satisfactory and compelling solutions.



TIS expands Discovery into the interactive steps of Gather/Analyze/Use, with advanced models to help salespeople do more thorough discovery and know how to use the results.

VALUE PROPOSITION

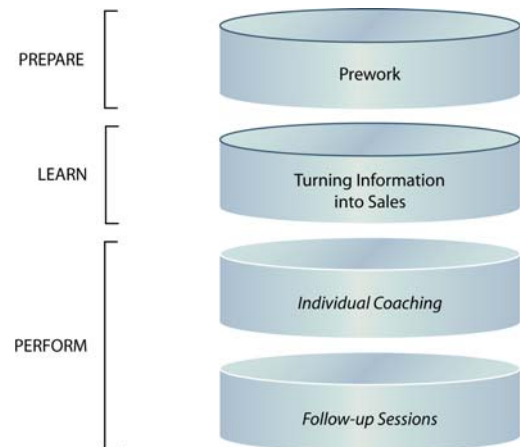
By applying the tools from TIS to conduct better discovery, salespeople will be able to create solutions that meet client needs in more compelling ways and create solution that also increase their sales.

APPROACH

TIS is a one-day instructor-led program that can be facilitated by Wilson Learning or by a leader-trained in-house professional.

This enables:

- Face-to-face interaction among the participants and with the facilitator
- True-to-life skills practice with immediate in-person feedback
- The opportunity for real-time commitment to action



TIS was developed for each salesperson to directly apply the core learning to their own accounts. In order for this to be most effective, each salesperson will need to gather information on at least one key account prior to attending the course. This information is used throughout TIS to develop a plan that can help create a compelling solution in order to win the sale. TIS can be followed by *optional* coaching or follow-up sessions.

TIS has four integrated learning modules:

OUTCOMES BY MODULE

<i>Modules: Key Learnings Are...</i>	<i>Your Salespeople Will...</i>
<p><i>Impact of Information & Sales Process</i></p> <p>How missing information leads to lost sales and unsatisfactory solutions. How a fundamental sales approach (Relate-Discover-Advocate-Support) can be leveraged to improve sales by improving the Discover step</p>	Be able to recognize how inadequate information reduces their ability to create compelling solutions and how it will also limit sales.
<p><i>The 7P[®] Model</i></p> <p>How to identify gaps in information about a client's organization, and gather useful insights about an opportunity in terms of Purpose, Positioning, Plans, Power, Process, People, and Product. How to apply that insight to improve a potential solution.</p>	Be able to improve the scope of information they can apply to an opportunity, and improve their solution. Be able to reach more people at different levels in the client organization.
<p><i>The 3-level Technique</i></p> <p>How to structure their listening to gather better information, and ask appropriate questions to uncover the meaning and importance behind the facts.</p>	Be able to turn information into intelligence by gathering better insight into the importance of the client business situation. Be able to go beyond the facts to learn meaning and business importance.
<p><i>I2S Planner</i></p> <p>How to apply the tools and techniques to specific client opportunities, with guidance from peers and facilitator, using the "Information To Sales" planning tool.</p>	Have concrete, implementable plans to improve an opportunity within a key account.

ENABLING IMPROVED PERFORMANCE

TIS features various performance application, reinforcement, and support tools, such as job aid cards and the "I2S" Planner mentioned above. These tools ensure that participants can hone newly acquired skills and behaviors upon returning to work. Involving managers early on and training them to coach on advanced discovery is also important for a successful TIS implementation.

As an additional option, both individual coaching and follow-up sessions can provide extra reinforcement, accountability, and continuity as the newly advanced discovery skills become an essential part of how salespeople work.

MEASUREMENT

TIS offers clear opportunities for measurement, since it is based on improving knowledge of accounts to increase sales.

When Sales Managers participate, they can observe exactly what difference the salespeople intend to make with key accounts, and can monitor and coach to help achieve results.

EVALUATION

Organizations that implement TIS have access to a broad range of tools to measure initial behavioral changes and business results.

For TIS, one approach may be a web-based survey of participants to identify the degree of change in key skills and document the differences that this change makes. Other research options are also available.

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