

# Aligning Sales with Business Value –Sales Advantage Series –The content setting Module (This document includes all the modules. They can be configured to suit the audience)



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. “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. “Strategic selling” is also required—being a strategist for one’s own organization, selecting high-yield opportunities, and demonstrating business value, all while managing the competition in a way that is beneficial to the customer. The real opportunity to stand out from the competition lies in becoming both a true consultant to the client and a strategist to the business, asking a different set of questions focused on the customer’s core business processes.

The *Sales Advantage Series* focuses on building a consultative mindset by employing critical consultative approaches, skills, and tools to create business-level value for the client. To build the strategist mindset, the series includes modules focused on helping salespeople identify high-yield opportunities for their own company, while managing the competition in a way that is beneficial to the client.

The *Sales Advantage Series* equips high-performing salespeople to be seen by clients and their own organization as true business advisors, setting them apart from the competition. The series takes salespeople through the most crucial 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.

## Consultant—Strategist Model



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The series also builds salespeople’s strategist skills to more effectively manage opportunities, influence client decisions, and manage the competition so they are not blindsided.

All of these areas are vital to creating business value for the customer and profitable opportunities for the selling organization, which is a requisite for competing effectively in today’s market. Each *Sales Advantage Series* module introduces strategic approaches that equip your salespeople to become the business advisors their clients require.

## Continued

### Series Outcome

Companies need expertise and solutions that address business fundamentals such as productivity, efficiency, financial results, and return on investment. Customer organizations need salespeople who can help them respond to these needs. Selling organizations need salespeople who can manage the business side of their portfolio, driving better business for them and their company. Addressing these two sides of the equation will result in salespeople equipped to win, keep, and grow more profitable business.

### Learning 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
- Managing Opportunities
- Managing Decisions
- Managing Competition

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.

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

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

## Module

## Outcomes

### Aligning Sales with Business Value

(Two-hour pre-session webcast) Sets the stage for building a consultative mindset; prepares salespeople to advance their role to that of a business advisor to their clients

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

### Conducting Strategic Business Calls: Discovering Critical Success Factors

(One-day, two-part learning experience) Emphasizes the importance of understanding organization-level priorities, industry trends, and market forces that affect sales and shape effective offerings, and focuses on making meaningful, credible calls on strategic call points; participants learn how to prepare for strategic calls, what to discuss, and how to maintain positive relationships with existing client contacts, while calling higher, wider, and deeper in an account

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; participants will create offerings that command significant profit while providing greater organization-level value to their clients

### Aligning with Customer Buying Behaviors

(Half-day module) Focuses on leveraging the buying priorities of customers; explores why some clients are open to longer-term, complex solutions, while others want low-risk transactions; helps salespeople adapt their offering

Salespeople will win and keep more business by adapting what they sell to align with the buying processes and priorities of their clients

### Creating Differentiated Offerings

(Half-day module) Equips salespeople with the strategies and tools to set themselves apart from the competition; sales professionals learn how to look beyond easily commoditized features and services to develop real differentiation based on what the customer values

Salespeople will differentiate themselves and their offering in a highly competitive market by improving the customer's buying and usage experience; they will know 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

### Managing Opportunities

(Half-day module) Focuses on how to make optimal decisions when choosing which opportunities to pursue; salespeople learn about factors that influence whether a customer will move forward with a buying decision

Salespeople are equipped to identify high-probability and high-profitability opportunities from their portfolio of accounts

### Managing Decisions

(Half-day module) Helps salespeople learn how to interpret the decision dynamics for an opportunity so they can influence the decision in their favor; sales professionals create an Influence Map, which summarizes stakeholders' perspectives about your organization and assesses each stakeholder's level of influence

Salespeople learn how to influence the customer's decision in your organization's favor by creating strategies that influence the decision-making process

### Managing Competition

(Half-day module) Helps high-performing salespeople outmaneuver the competition; sales professionals learn about the competitive landscape using The Value Map™, which helps them assess their value and their competitors' value from the customer's point of view

Salespeople will view your organization as the customer sees it relative to competitors; they will know how to implement a competitive strategy that aligns your organization more closely to the customer