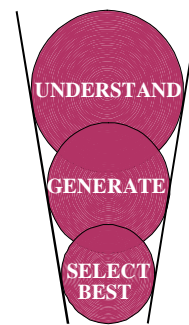
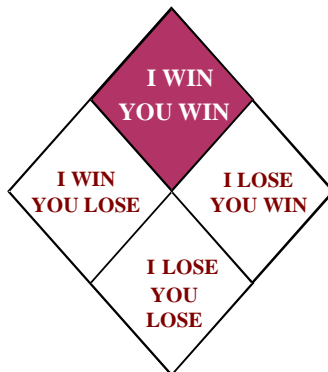


Programme Overview

Conceptual Selling®. As the “tactical” component of the Sales Operating System, **Conceptual Selling®.** focuses on the effective management of the individual sales call. Unlike “face time” systems that stress trial closes and other manipulative techniques, it concentrates on understanding the Customer’s Concept—the “solution image” that explains why Customers really buy.

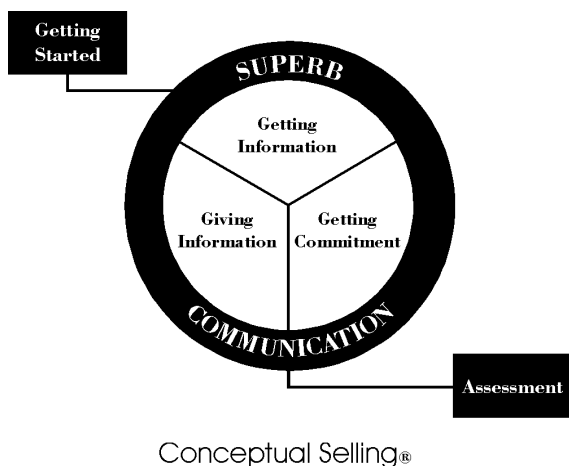
Light years ahead of the “product pitch,” **Conceptual Selling®** outlines a unique, four-part questioning process that creates positive information flow, differentiation from your competition, and solid, mutual commitment to Win-Win relationships. By learning how to understand Concept, our clients dramatically improve both their confidence and their credibility with



Goals of Conceptual Selling

Benefits to your Organisation

- How to define realistic expectations for sales call outcomes
- How to establish credibility with every buyer, every time
- How to utilise a unique, pro-active questioning process to secure missing information
- How to move beyond the “product pitch” to the reason that people really buy
- How to identify why a Customer “won’t commit”—and what to do about it
- How to overcome Basic Issues and identify Commitment Signals
- How to distinguish between an objection and a Basic Issue
- How to position yourself confidently with senior executives
- How to position your company more effectively, by leveraging your Unique Strengths
- How to get inside the Customer’s head by understanding the decision making process
- How to avoid the trap of “upside down selling.”
- How to use the Golden Silence technique to create positive information flow



Who Should Attend

This is a 2 day, non-residential programme, recommended for any individual who has a customer interfacing role, particularly suitable for Director of Sales, Sales Managers and Account Managers

Programme Content

OVERVIEW

- What we are going to accomplish in the next two days.
- Basic Premise: Preparing to communicate.
- Programme format and logistics.

CUSTOMER'S CONCEPT

- What the Customer's Concept is and why it is necessary to understand it.
- Connecting the Concept Sale and the Product Sale.
- Why the Concept Sale always has to come first.
- **Workshop:** Buying Decision Process.

ACTION COMMITMENTS

- Setting customer action targets for every call.
- Best Action Commitment: The most you can expect from the customer as a result of the call.
- Minimum Acceptable Action: The least you will settle for.
- Guidelines for Commitment: Specific, realistic, measurable.
- What to do when you "can't get" the Minimum.
- **Workshop:** Action Commitments.

SINGLE SALES OBJECTIVE

- The most common error in setting objectives.
- Solution: Identifying Single Sales Objectives that are tangible.
- Examples of "fuzzy" and sharply defined SSOs.
- **Workshop:** Setting SSOs for your targeted account.

VALID BUSINESS REASON

- Establishing the business reason for the call.
- Criteria you must have for a good VBR.
- **Workshop:** Creating a Valid Business Reason.

CREDIBILITY

- A key to getting started in every call: credibility with the customer.
- Three types of credibility: Earned, transferred, established by reputation.
- Why you should test your credibility on every call.
- **Workshop:** Credibility.

SUPERB COMMUNICATION

- Maximises understanding between Customer and salesperson.
- "Question Shock" vs Golden Silence.
- The proven benefits of Golden Silence.

GETTING INFORMATION

- What information is missing and who is the best person to ask?
- Questioning as a process to confirm and uncover information.
- The five question types: Confirmation, New Information, Attitude, Commitment, Basic Issues.
- **Workshops:** Information, Questions.

GIVING INFORMATION

- The key to buying decisions: Differentiation.
- The key to differentiation: The Unique Strengths of your product or service.
- How Unique Strengths differ from features and benefits.
- Acid tests of differentiation: "So what?" and "Prove it!"
- **Workshop:** Unique Strengths.

SALES CALL APPROACHES

- The Traditional Selling Approaches vs the Joint Venture Approach—which works and which doesn't.
- Using logic to get to Win-Win: Joint Venture Selling.
- **Workshops:** Joint Venture Appraisal, Joint Venture Selling.

GETTING COMMITMENT

- Why each sales call should end on what the Customer will do next.
- Knowing when the Customer is ready for action; Commitment Signals.
- Why Customer's won't commit; Basic Issues defined.
- **Workshops:** Commitment, Basic Issues.

SALES CALL PLAN

- Bringing it all together into a detailed plan for an upcoming sales call.
- Using the Green Sheet checklist questions.
- **Workshop:** Green Sheet session and team assessment.

PROGRAMME WRAP-UP

- Assessment of two-day programme.
- Participants' comfort level with current Green Sheets.
- Joint Venture revisited: Miller Heiman and participants' commitment of future actions.
- Miller Heiman's ongoing support and reinforcement.

