

# Strategic Selling®

## Quotes from Participants

“The largest sale ever done at my previous position used *Strategic Selling*® to win an extremely difficult and complex sale. The sale was over 5 million dollars year one and it continues to gross over 2 million a year for the past 3 years. We couldn’t have won it without the discipline and hard work of the team and certainly not without the Miller Heiman course you so ably led.”

*Andrew Lee*  
VP, Sales and Marketing  
Microvision, Inc.

“Thousands of HP sales engineers worldwide have been trained in *Strategic Selling*®, and its influence can be directly seen in the results they have attained... Its usefulness has spanned product disciplines and national boundaries.”

*John A. Young*  
Former President & CEO  
Hewlett-Packard

“*Strategic Selling*® will become a way of life for us. We won’t be successful otherwise.”

*André de Bruin*  
Chairman, President & CEO.  
Boehringer Mannheim Corp.

*Strategic Selling*®. Unlike most sales training programs, which target presentation skills, *Strategic Selling*® focuses on prior positioning—on the strategic analysis that must precede every call. The program teaches a no-guesswork process for discovering what you know, what you don’t know, and what you need to find out before you meet customers.

In *Strategic Selling*®, participants learn how to identify and reach the four Buying Influences present in every sale, how to assess each one’s level of receptivity (Buyer Mode), and how to determine which Results will enable them to Win. Working with their own current prospects and accounts, they develop concrete strategies for achieving their objectives, including an action plan (with timetables) for making them happen.

## WHAT YOU’LL LEARN

- How to position yourself with the real decision makers and ease away from the ones with delusions of authority.
- How to locate and develop effective Coaches.
- How to spot the two Buyer Modes that mean a sale is possible, and the two that you should read as “Not going to happen.”
- How to prevent sales from being sabotaged by an internal deal-killer.
- How to distinguish between personal Wins and business Results—and avoid the danger of assuming that they’re the same.
- How to ensure that you are positioned well with the four different types of Buying Influences in every sale.
- How to close business consistently from quarter to quarter and avoid the “roller coaster” pattern of yearly sales.
- How to realistically forecast your sales income.
- How to get to the final decision maker quickly and more effectively than your competition.
- How to utilize your limited selling time on quality prospects and avoid “bad business.”
- How to leverage your strengths to put your competition on the defensive.
- How to guarantee repeat business and solid referrals.

## WHO SHOULD ATTEND

- Directors of National Accounts
- Sales Representatives
- Regional Sales Managers
- Vice Presidents Sales & Marketing
- Directors of Sales
- Account Executives



# PROGRAM CONTENT FOR *Strategic Selling*®

## OVERVIEW

- What we are going to accomplish in the next two days.
- Basic Premise: “What got you where you are today is not sufficient to keep you there.”
- Program format and logistics.

## CHANGE

- Understanding how your customer reacts to change.
- Workshop: Identifying the most critical changes in your selling environment.

## SINGLE SALES OBJECTIVE

- Clarifying your current position by focusing on a Single Sales Objective (SSO).
- Workshop: Defining your Single Sales Objective.

## EUPHORIA-PANIC

- Determine how you feel right now about closing this Single Sales Objective.
- Defining your position on the Euphoria-Panic Continuum.

## DEFINING THE PLAYERS: THE FOUR BUYING INFLUENCES

- Avoiding a common dead end by focusing on players’ roles, not their titles.
- Why an uncovered base with any Buying Influence is a Red Flag that could give your sale to the competition.
- Workshop: Identifying the Buying Influences and what roles they are playing.

## DEGREE OF INFLUENCE

- Differentiating the varying Degrees of Influence for each Buying Influence.
- Defining the factors that affect the Degree of Influence ranging from internal politics to organizational changes.
- Learn why it is important to cover people who have a LOW Degree of Influence.
- Learn why an Economic Buying Influence does not always have a HIGH Degree of Influence.

## MODES

- Learn how understanding each reaction to change helps predict receptivity to the sales proposal.
- Learn what sales approaches we can develop for each of the four modes.
- Workshop: Identifying whether each Buying Influence is in a buying or non-buying mode.

## THE WIN-WIN MATRIX

- The secret to long-term business: Providing Wins for your customer and yourself.
- The four possible outcomes of every sale, and why three of them are recipes for disaster.
- Workshop: Create a Win-Results Statement.

## GETTING TO THE ECONOMIC BUYER

- The three problems in getting to the Economic Buyer.
- Dealing with the “float factor,” the internal blocker, and intimidation.
- Establishing your credibility by providing the one thing the Economic Buyer always wants.
- Workshop: Set actions to minimize or overcome difficulties getting to the Economic Buyer.

## COMPETITION

- Learn about the various types of competition.
- Learn how focusing on the competition can be just as dangerous as ignoring it.
- Learn Miller Heiman’s strategy against competition.
- Workshop: Identify your competition’s Strengths and Red Flags.

## IDEAL CUSTOMER

- A reliable tool for concentrating on Win-Win business: the Ideal Customer Profile for measuring “fit.”
- Using the Profile to sort and prioritize prospects.
- Workshop: The Ideal Customer Profile and your current accounts.

## THE SALES FUNNEL

- Maximizing your most precious resource: Selling time.
- Using the Sales Funnel for account tracking and territory management.
- The “boom and bust” income cycle; how to avoid it.
- Finding an effective balance between the four types of selling work.
- Workshop: Applying the Sales Funnel to your current accounts.

## STRATEGIC ANALYSIS: DOING A BLUE SHEET

- Pulling it together into an action-based strategy.
- The Blue Sheet: A structured, proven, 60-minute sales analysis that provides a complete, detailed picture of your Single Sales Objective.
- Workshop: Using the Blue Sheet to design a concrete Action Plan that shows who should do what and when to move your sale toward closure.

## PROGRAM WRAP-UP

- Assessment of two-day program.
- The next steps in implementing the *Strategic Selling*® process.
- Miller Heiman’s ongoing support and reinforcement.

