

# SOLUTION SELLING® IN THE COLLABORATIVE ERA

Solution Selling® in the Collaborative Era (SS-TCE) is a highly interactive training program for sales professionals, based on findings of buyer behavior research published in the best-seller book, *The Collaborative Sale: Solution Selling in a Buyer-Driven World*.

SS-TCE is a high-performance sales execution methodology, which includes supporting processes, tools, and critical skills development. Designed to keep the customer as the focus of every sales engagement, this program enables selling professionals to substantively increase win rates and revenue production by:

- Providing higher and differentiating value to buyers – not only by what they sell, but more importantly, by how they engage with customers
- Aligning effectively with buyers at every stage of their purchase decision process
- Understanding the critical business issues or potential missed opportunities faced by customers, and providing valuable insight for addressing those issues
- Engaging transparently with buyers throughout the buying process
- Co-creating valuable solutions with buyers
- Collaborating as equals with buyers throughout the selling process, and advising them effectively and efficiently to a good buying decision and business outcome

## INTENDED AUDIENCES

- SS-TCE is designed for direct sellers and their managers. It can be scaled and tailored for application to nearly every industry and selling situation – from short transactions to extended, complex opportunities. The higher the need to differentiate sales teams in how they engage with customers, the better the fit for SS-TCE content.

## WHY USE SOLUTION SELLING®?

In today's global marketplace, sales executives are asking themselves:

- How can we find enough opportunities to meet our sales goals?
- How can our sales team compete more effectively – and win more often?
- How can our company sell a broader set of our offerings to customers?
- How can our sellers increase the velocity of sales opportunities and close them sooner?
- How can our organization deliver higher levels of revenue and profit?

At the same time, buyers are becoming much more knowledgeable, empowered, and demanding in their dealings with sales professionals. In order to make a buying decision, they must:

- Have a compelling need to act
- Be able to quantify the impact and value of any purchase
- Know that they are selecting the optimal choice
- Be confident that they can implement the solution successfully, and realize benefits as expected

Sellers who are unable to fulfill these buyer demands lose deals – not just to direct competitors, but also to buyers' decisions to take no action at all. Therefore, to compete in today's tough marketplace, sales professionals need to:

- Find and connect with potential buyers in a useful way, using an optimum mix of social selling tools and traditional prospecting methods
- Provide valuable business insight about how they can address buyers' problems or capitalize on a potential opportunity
- Develop agility to rapidly understand each buyer's state and align behaviorally
- Quickly understand each customer's critical business issues, their causes and effects
- Identify the influencers and locus of power in each buying decision process
- Engage in meaningful sales conversations that help buyers develop a clear vision of solutions to their problems
- Collaboratively quantify the value of potential solutions with buyers
- Anticipate and mitigate buyer risks, and provide a clear path to a decision
- Minimize discounts and concessions to protect margins at the close
- Manage sales pipelines and territories to ensure consistent revenue production

Solution Selling® in the Collaborative Era addresses these selling challenges by fully aligning the sales professional's behavior within each buyer's decision process, and thus accelerating the time to results.

## PROGRAM OBJECTIVES

During a SS-TCE workshop, sales professionals and sales managers will learn:

- How and why buyer behavior has changed, making them more empowered than ever before
- How successful sellers, including the best of the best, align effectively with empowered buyers to produce consistently high results
- The three sales roles – or “personae” – needed to align with buyers, and when to employ them
- How to develop a personal brand, built on situational fluency and expertise
- How to connect with early-stage buyers, by using both social selling and traditional prospecting methods
- How to engage in valuable sales conversations that help buyers develop a clear vision of solutions to their problems
- How to collaborate with buyers to co-create and agree on solution value

- How to mitigate buyer's perceptions of risk, in order to help them make a confident buying decision
- How to negotiate and close business while minimizing discounts and concessions
- How to evaluate sales opportunities and determine their quality
- How to implement and apply the principles of SS-TCE on an ongoing basis

## WORKSHOP TOPICAL AGENDA

SS-TCE is a modular program, designed to be tailored to the unique requirements of each client. The standard instructor-led training workshop for SS-TCE is a three-day, highly interactive program, although this can be tailored to meet client-specific requirements and limitations. The standard program includes:

### DAY 1

#### Introduction

- Exercise: Introduction/ Expectations

#### Buying Process and Sales

#### Alignment

- How Buyers Buy Behaviorally
- Three Emerging Sales Personae
- Dynamic Sales Process

#### Pre-Call Planning and Demand

#### Creation

- Anticipating Potential Pain
- Exercise: Select a Team Case
- Exercise: Create a Pain Chain®
- Demand Creation and Messaging
- Exercise: Develop Messaging

#### Opening and Positioning the Meeting

- Preparing for a Sales Conversation
- Exercise: Create Capability Visions
- Differentiation
- Exercise: Identify Differentiation
- Exercise: Create Conversation Prompter

### DAY 2

#### Day One Debrief

- Review Evening Assignments
- Conversation Types
- Opening the Sales Conversation

#### Consultative Sales Conversations

- Sales Conversation: Vision Creation
- Exercise: Role Play Vision Creation
- Sales Conversation: V.Reengineering
- Exercise: Role Play : V.Reengineering
- The Vision Enhancement Approach

#### Qualify Sponsorship and Set Up Next Steps

- Identifying Buying Sponsorship
- Buyer Communication email
- Create Collaboration Plans
- The Transition Sale
- Value Analysis and Success Criteria
- Exercise: Create a Collaboration Plan

#### Final Negotiations

- Negotiating Best Practices
- Exercise: Prepare Final Negotiations

### DAY 3

#### Day Two Debrief

- Review Evening Assignments

#### Team Presentations

- Finalize Presentations
- Conduct Presentations and Debriefs

#### Getting Started

- Above the Funnel Best Practices
- In the Funnel Best Practices
- Conducting Opportunity Reviews