



### 1. Learning to Think Like Your Customer

- Understanding why customers buy
- Selling results instead of products and services
- The diagnostic approach to selling
- Identifying customer problems we can solve
- Articulating the customer results we can deliver

Sales Tool: Problems We Solve and Results We Deliver

### 3. Finding and Creating Sales Opportunities

- Finding sales opportunities when they already exist
- Creating sales opportunities when they don't yet exist
- The art and science of diagnostic questioning
- Crafting effective diagnostic question sets
- Quantifying customer problems and desired results

Sales Tool: Diagnostic Questioning Templates

### 5. Facilitating Your Customer's Buying Process

- The sales process – redefined
- Selling with specific intent: The four questions
- Aligning with your customer's buying process
- Hypothetical questioning about the buying process
- Mapping your customer's buying process

Sales Tool: Buying Process Mapping Tool

### 7. Structuring and Closing Complex Opportunities

- Framing sales opportunities in time
- Reverse-engineering the buying process
- Creating a Customer Results Plan
- The value of using a Customer Results Plan
- Trouble-shooting sales opportunities

Sales Tool: Customer Results Plan

### Alternate Modules

Any of the following modules may be substituted for any of modules 5, 6, 7, or 8 above. These four modules can also be added to the eight above to create a comprehensive three-day onsite workshop or twelve-module eLearning curriculum.

### 9. Strategic Prospecting & Business Development

- Territory marketing vs. strategic prospecting
- Selecting target accounts and using a revolving list
- Target account research and preparation
- Designing a Multi-Pronged Approach Pattern
- Creating a solid Business Development Plan

Sales Tool: 30-Day Business Development Plan

### 11. The "Advanced Basics" of Sales Negotiation

- The precursors of effective negotiation
- The six "advanced basics" of sales negotiation
- Trading profit for profit: The "negotiables"
- Maintaining control of sales negotiations
- Negotiation planning and preparation

Sales Tool: Negotiation Planning Worksheet

### 2. Selling Business Value and Results

- How customers perceive value and risk
- The ten major denominations of value
- Translating capabilities into value
- Translating value across the enterprise
- Leveraging customer reference stories

Sales Tool: Business Value Inventory Template

### 4. Expanding Your Relationship Footprint

- Why sell higher and wider?
- Roles involved in a complex buying process
- The changing dynamics of a buying process
- Six tactics for selling higher and wider
- Developing a relationship map

Sales Tool: Relationship Mapping Tool

### 6. Qualifying Complex Sales Opportunities

- Understanding the seven action drivers
- The ten elements of why customers buy
- Leveraging the Opportunity Scorecard
- Evaluating opportunities for forecast probability
- Forecasting with confidence and integrity

Sales Tool: Opportunity Scorecard

### 8. Sales Forecasting Pipeline Management

- The four metrics of revenue growth
- Increasing deal quantity
- Maximizing deal size
- Accelerating deal velocity
- Improving deal predictability

Sales Tool: Pipeline Performance Planner

### 10. Time Management for Sales Professionals

- Where are we "investing" our time?
- Aligning activities to priorities
- Compartmentalizing your work week
- Making time for planning and organization
- Taking control of your work week

Sales Tool: Weekly Planning Template

### 12. Developing Strategic Accounts

- Taking inventory of your territory and accounts
- Segmenting your territory and account-base
- Measuring customer outcomes and results
- Growing your account share (share of spend)
- Conducting the Quarterly Business Review

Sales Tool: Quarterly Business Review Planner