

# Solution Selling Workshop

The Art and Science of Selling



In the Solution Selling Workshop, you'll move from a product-led approach to one that is truly solution-oriented. Every call you make, every interaction you have with a potential customer, is tailored to effectively and quickly move the opportunity to closure.

## Overview

Solution Selling Workshop provides a framework that takes the guesswork out of selling, enabling participants to provide a solution that exactly meets the client's requirements. Salespeople gain an understanding that by making their clients successful, they become successful.

Participants will learn that the "sales call" is an opportunity to collect information about the client's issues, the results they would like to achieve, and the value they place on achieving those results. Tactics for managing the customer interaction enable the identification and qualification of opportunities, and provide a complete understanding of the decision criteria and process.

*Regardless of your sales team's experience,  
Sales Acumen will increase sales performance.  
We guarantee it.*

## Workshop Topics

- ❖ Call research and preparation.
- ❖ How to uncover and prioritize client issues.
- ❖ Identify the results the client is trying to achieve.
- ❖ Quantify the value of the solution and develop ROI.
- ❖ Discover the decision-making process, people and criteria.
- ❖ Qualify the budget, time, and personnel resources.
- ❖ Learn when and how to discuss price.
- ❖ Recognize problems early and deal with them immediately.

## Target Audience

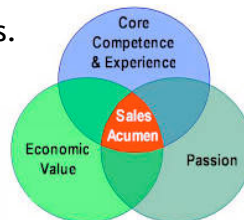
For sales team members that need to create value in the sales process by obtaining client information to determine the solution's requirements.

- ❖ Newly hired and experienced salespeople
- ❖ Consultants with customer contact
- ❖ Managers who are active in the sales process
- ❖ Customer and field service who have frequent contact with customers



## How much would sales increase if you...

- ❖ Had access to all the information and people you needed.
- ❖ Knew the client's issues and discovered their desired results.
- ❖ Understood how the client valued the solution and their budget.
- ❖ Qualified the client's financial, time and personnel resources.
- ❖ Were able to successfully resolve problems, concerns, and misunderstandings.
- ❖ Identified the competitors and their relationships.
- ❖ Knew when and how to discuss price.



# Microsoft Partner Sales Training

The Mini-MBA

## Do Your Salespeople Need Training?

- ❖ Do 20% of your salespeople generate 50% of your sales?
- ❖ Can your salespeople get initial appointments and are they comfortable talking with top executives?
- ❖ Can your salespeople enunciate your unique value proposition?
- ❖ Do you know who your competition is and the incumbent's relationship? Is the client using you for your ideas or pricing?
- ❖ Do customers tell you "great presentation," ask for a "soft copy," and you still lose the deal?
- ❖ When you detect a problem, how do you respond? Do you deal with the "brutal facts?"
- ❖ What do you do when your competitor is trying to "buy the business," or do an "end-of-quarter deal?"
- ❖ What's the best way to "deliver" your proposal? What do you do when a customer asks you to "just send a price quote?"
- ❖ Do your clients say your solution "costs" too much?
- ❖ Do your salespeople know when and how to discuss price?
- ❖ Can your salespeople develop a credible ROI analysis?
- ❖ Are salespeople fearful of presentations and try to avoid them?
- ❖ At the end of the sales cycle, does someone who you never met show up and ask why they should "spend all this money?"
- ❖ Have you lost a key customer to the competition?
- ❖ Have you lost opportunities because someone else had a "better" solution?

*The way you sell is a preview of the way you solve.*

## Power Tools

### New Hire Assessments



- ❖ Jim Collins, author of "Good to Great" found that great companies had great people. He acknowledged how hard it is to make the right hiring decisions.
- ❖ Peter Drucker estimates that as many as  $\frac{2}{3}$  of hiring decisions may be mistakes, because they are made with inadequate information.
- ❖ Develop a profile of your top performers, compare to applicant characteristics—before making a hiring decision.
- ❖ *Profiles Sales Indicator* assesses five key qualities for sales people such as competitiveness, persistence, and sales drive.
- ❖ It predicts seven critical sales behaviors including call reluctance, prospecting, and closing sales.

**Get better sales performance faster, with reduced turnover.**

### Sales Management System



- ❖ Sales do not progress efficiently and with maximum revenue unless the sales process is continually and closely managed.
- ❖ Sales management must monitor the sales force's activity, progress, and results; assess opportunities and problems as they arise; and redirect salespersons' efforts efficiently.
- ❖ Standardize the system across the company, providing consistency of process and results.
- ❖ Participants will customize the system framework to fit the sales cycle, metrics, reporting requirements, and other characteristics specific to your company.

**Salespeople appreciate the system's consistency, and embrace it enthusiastically.**

*The best way to predict the future is to invest in it.*

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