

Graham Banning

Precision Selling

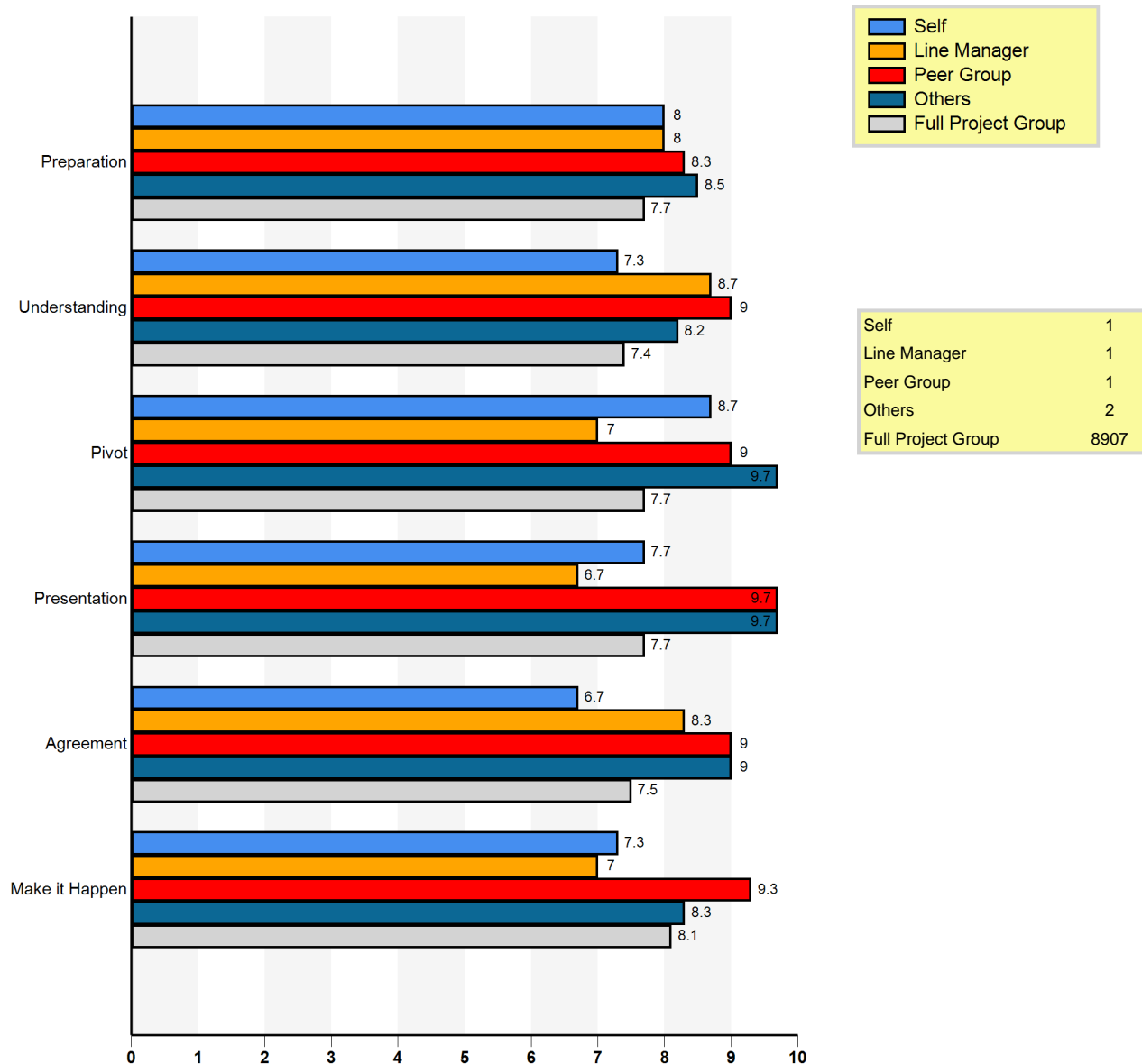
07 May 2015

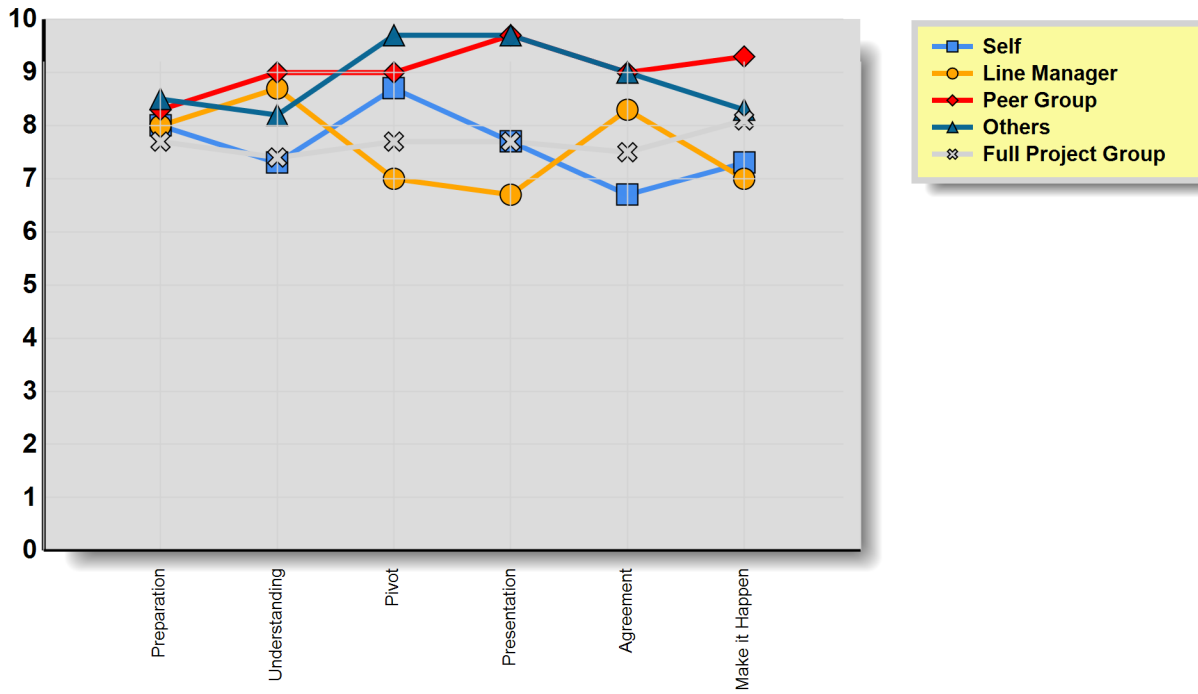


Introduction

Buyers all over the world tell us that very few of their suppliers sell to them in a way that fits with their preferred way of working; few are adequately prepared, many are over keen to present, most do not communicate effectively in meetings and many are unreliable in their follow-up. Precision selling is the perfect "cure" to all these ailments. The six steps provide a bullet proof approach to customer management. Success is fundamentally determined by the understanding and matching of customer needs' with what you have to offer. This questionnaire explores the essence of the six-step process and asks those around you for their impression of your capability in these areas.

Summary of results by category:



Report Summary Chart:**Radar Summary Chart:**

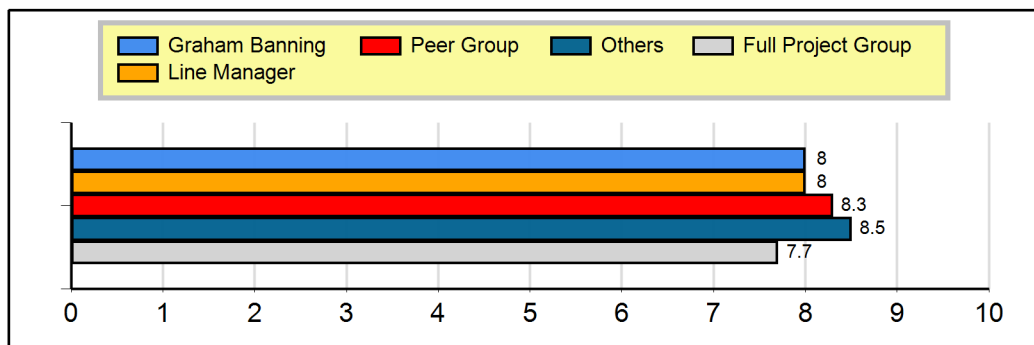
Average of scores for the participant compared to the average scores for all that have completed the questionnaire

Preparation:

Preparation makes achieving a tight, clear outcome the total focus of a sales meeting. Being prepared with the tools, skills and a meeting plan will dramatically affect the impact that you have.

Questions:

- 1) Has a clear communication strategy and a defined outcome for each meeting
- 2) Prepares questions specifically for the meeting
- 3) Prepares a presentation focussed on client needs



Preparation:

Question: What does Graham do best in preparing for the customer?

- Graham Banning** think about how best to lead the discussion, desired outcomes for both, keep to the point, do not appear that we are preaching
- Line Manager** keeps it simple and very focused on key outcomes for customer and CP
- Others** Prepares the key questions that need answering
Pre-aligns key stakeholders before external meeting
Internal Pre Alignment of Objectives

Question: How could Graham improve preparation for the customer?

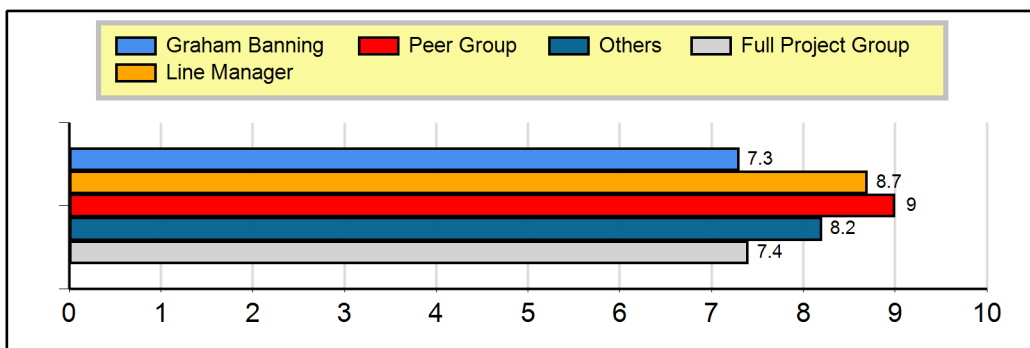
- Graham Banning** call ahead more to ensure everything is captured on the agenda
- Line Manager** perhaps demonstrate a direct link between customer strategy and initiatives?
- Others** Externalise our objectives ahead of the mtg

Understanding:

Asking the right questions will provide you with the "right" answers. Tailoring a solution requires unprejudiced listening; tailoring your approach to each specific customer is the key to success. Resisting the temptation to "sell too early" is the hallmark of a great sales person.

Questions:

- 1) Manages a positive introduction and builds rapport fast
- 2) Asks questions, listens and makes notes thoroughly
- 3) Does not present ideas during fact-finding



Understanding:

Question: How does Graham show understanding of customer needs?

Graham Banning	ask plenty of open questions, probe, be prepared to come off agenda if useful
Line Manager	builds rapport, asks good questions. really seeks to understand what the customer wants/needs
Others	<p>Listens to what they have to say</p> <p>Through asking questions of his understanding</p> <p>Repeating back whats been said</p>

Question: How could Graham improve understanding of customer needs?

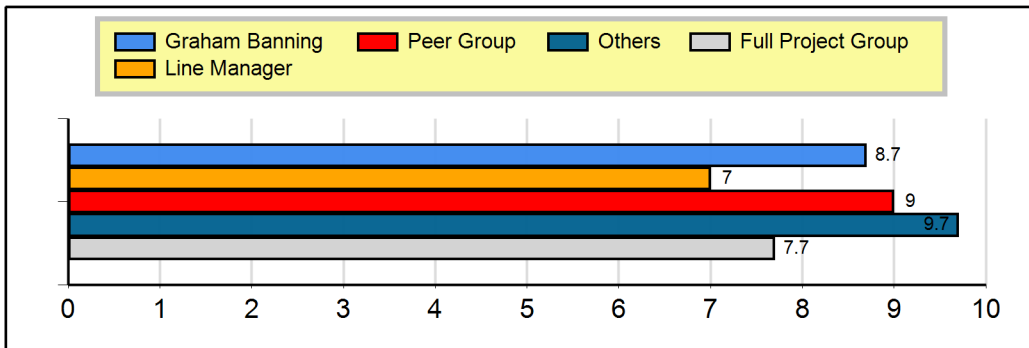
Graham Banning	work with them in less formal environments e.g. Stores etc., more reading q. statement etc.
Line Manager	n/a - doing a great job.
Others	Summarise and feedback for frequently

Pivot:

“Pivot” is the critical step that marks the switch from "finding out" to "convincing". It provides you with an opportunity to verify what you have already discovered; check if there is anything else missing and prioritise the key client need's you have established. Think of it as a natural "turning point" in the meeting.

Questions:

- 1) Is able to concisely summarise understanding
- 2) Establishes and focuses on customer priorities
- 3) Checks to uncover if anything else is missing before presenting solution

**Pivot:**

Question: How does Graham best demonstrate ability when it gets to this “Stop and think; let’s see if I’ve got this right”, stage?

Graham Banning ask q's, check understanding, be prepared to adapt proposal based on new info.

Others Graham has a steady considered style which builds trust

Question: How could Graham improve this “Stop and think; let’s see if I’ve got this right”, stage?

Graham Banning be prepared to stop, and build in a new stage

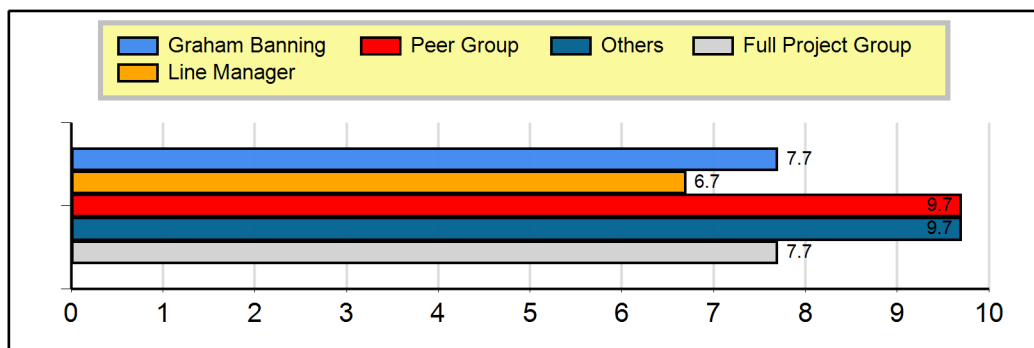
Line Manager could probably summarise more clearly at times - and use that summary as a reference when presenting solutions later..

Presentation:

This is where it happens! Your ability to simply link your ideas directly to information you have discovered is the skill of a great salesperson. Using data to highlight the opportunity and bringing ideas to life with outstanding communication skills is a rare talent. Done well a presentation is highly motivating and successful.

Questions:

- 1) Links presentation to client's specific needs and priorities
- 2) Points presented simply and clearly and brings the presentation to life
- 3) Has a clear but flexible proposal



Presentation:

Question: How does Graham best demonstrate abilities in presentations.

Graham Banning discussion based and use pres as required - not just open lap top, present & go. Occasionally, do not use pres, not relevant based on direction of meeting, new info. or quality of information

Line Manager keeps presentation simple, fact-focused

Others Strong demonstration of understanding the customer

Question: How could Graham improve presentations?

Graham Banning make them shorter & more succinct, always think about tailoring to customer needs

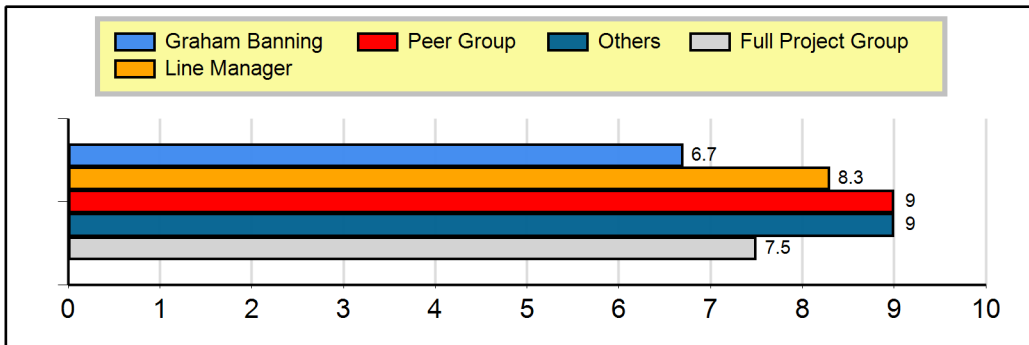
Line Manager perhaps a touch more polish and "selling" in the sense of building excitement behind an initiative

Agreement:

Traditionally known as "closing" - this is much more. The "logical" conclusion to the previous 4 steps - done well, the buyer will want to do this for you. Handling objections with empathy is the hallmark of a confident and strong salesperson. Drawing the details together to truly demonstrate a mutually satisfactory conclusion is a powerful way to underpin the strength of your relationship

Questions:

- 1) Tests the water to see if the client is ready to agree
- 2) Deals with objections without becoming defensive
- 3) Pulls it all together in a summary and makes agreement a natural step



Agreement:

Question: How does Graham best demonstrate abilities to bring a meeting to an agreement?

Graham Banning summarise at end of session, or in email, restate what I will do, & them

Line Manager uses questions and checks for alignment

Others With a summary of key actions

Question: How could Graham improve bringing a meeting to an agreement?

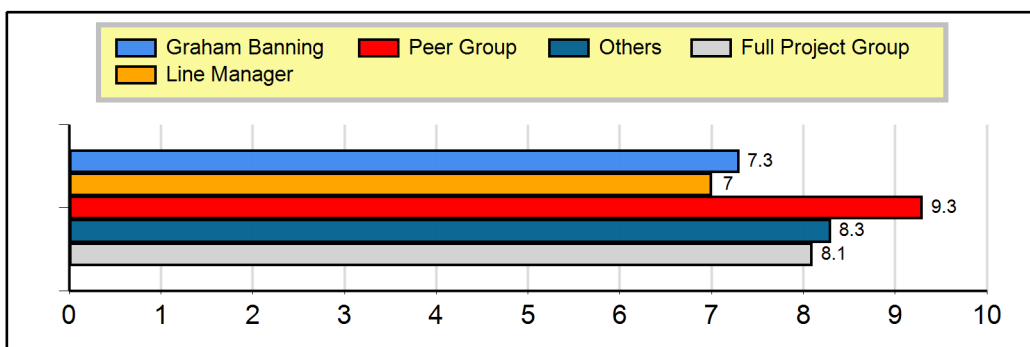
Graham Banning be more pointed & focussed on the end game - create false deadlines to complete sooner

Make it Happen:

Buyers tell us that only around 25% of you do this well. It's not difficult to understand the importance of this essential step - being a persistent, accurate and determined "finisher" is what sets you apart.

Questions:

- 1) Does what they said they will do
- 2) Updates records, keeps others informed and helps manage delivery
- 3) Makes a real difference by attending to the details



Make it Happen:

Question: What does Graham do best in delivering on an agreement?

Graham Banning ensure both sides understand what they need to deliver & by when - follow up, and track til complete

Line Manager very specifically follows up on agreed actions.

Question: How could Graham improve delivery on agreements?

Graham Banning wider communication of outcomes - can hold some information too close

Line Manager could probably communicate more clearly and frequently internally to ensure alignment and also make sure that CP can deliver against commitments made to the customers

General:

Other information

General:

Question: Thinking about your responses, and considering Graham's on going sales development what areas do you think should be the focus for improvement?

Graham Banning think more about the longer term, not just year 1. Be harsher with customers who renege on agreements / mutual decisions - can sometimes see their side too readily.

Line Manager Graham is very good at selling, so think it is just about refining skills and looking to try some new approaches, just to keep his approach natural and fresh.

Peer Group NA

Question: Is there anything else you would like to tell us about Graham to help further their sales career?

Graham Banning NA

Peer Group NA

Others Graham knows his customers, is good at asking the right questions and listens well - and delivers simple messages that resonate. Keep doing that!

