



## STRATEGIC SELLING®

*Strategic Selling®* helps organizations develop comprehensive strategies to win sales opportunities. The program delivers a selling process and action plan to successfully sell solutions that require approval from multiple decision makers in the customer's organization.

*Strategic Selling®* provides visibility into sales opportunities, documenting plans with the program's Blue Sheet. This involves first identifying all key players in the customer's organization, understanding each player's degree of influence and their reasons for buying, and uncovering essential information. Salespeople and organizations will be equipped to evaluate their competitive position, address the business and personal motives of each decision maker in the client organization, and differentiate their company by leveraging its unique strengths.

*Strategic Selling®* significantly improves the odds of winning complex sales opportunities. It gives organizations a common process and language for pursuing sales opportunities and criteria for allocating resources to determine when to walk away from resource-intensive deals with low probabilities of success. The key to success is learning how to focus time and energy on those opportunities most likely to become profitable, long-term customers.

### ***Strategic Selling®* may be the right solution if your company is trying to:**

- ▶ Secure approval from multiple decision makers.
- ▶ Navigate the internal bureaucracy of customers and prospects.
- ▶ Gain more visibility into the status of important sales opportunities.
- ▶ Allocate resources appropriately for large sales.
- ▶ Improve team collaboration to pursue strategic opportunities.
- ▶ Forecast revenue with greater accuracy.
- ▶ Increase close rates for opportunities with long sales cycles.

### **Who Should Attend**

Any member of the organization involved in selling, from field salespeople to senior management to sales support, should be involved in the implementation of your sales process. Using a common sales process is an effective way to collaborate among those who are in direct and indirect sales roles to improve the speed and accuracy of communication about sales opportunities.

## How Your Organization Will Benefit

Enable field sales to:

- ▶ Identify and position solutions with the true decision makers.
- ▶ Analyze each decision maker's receptivity to change to determine whether a sale is possible.
- ▶ Close business consistently from quarter to quarter and avoid the "roller coaster" pattern of sales.
- ▶ Allocate limited selling time on quality prospects.

Enable sales management and senior leadership to:

- ▶ Employ a common language to discuss the status of sales opportunities and establish next steps.
- ▶ Quickly identify opportunities that are worth the investment of limited resources.
- ▶ Collect and share best practices from top performers with the rest of the sales team.

## Delivery Options

- ▶ Regularly scheduled live public programs (2-days)
- ▶ Tailored on site live programs (2-days)
- ▶ Blended e-learning and live programs (1-day live)
- ▶ Group or self-study virtual programs
- ▶ Train-the-Trainer (Client Associate)

## Integration with Leading CRM Systems

The Blue Sheet tool that all attendees get in *Strategic Selling®* is available for integrated or stand-alone use through our *Sales Access Manager<sup>SM</sup>* portfolio of sales tools.



---

## About Miller Heiman Group

Be Ready Solutions from Miller Heiman Group empowers people across the entire organization to perform at peak potential by bringing game-changing insight to sales performance, customer experience and leadership. Backed by more than 150 years of experience and performance, Miller Heiman Group is built on well-known brands such as Miller Heiman, AchieveGlobal, Huthwaite, Impact Learning Systems and Channel Enablers. Our Be Ready Solutions offer more sales-based and customer service-based solutions than anyone in the industry. This allows you to build and sustain successful, customer-focused organizations that drive profitable revenue and top-line growth on a global scale. To learn more, visit our website. And follow us on LinkedIn, Twitter, Facebook, YouTube or Google+.