

Strategic Selling® and Conceptual Selling®

Aligning Buying and Selling Processes in Complex Sales

Overview

There are two processes at work in every sale: the selling process and the buying process.

The *Strategic Selling®* and *Conceptual Selling® Customer-Focused Interactions* programs combine to offer a process to strategically pursue complex opportunities by understanding the buying and selling processes at work. The program helps map out both the sales opportunity being pursued as well as the expected outcomes of each critical customer interaction.

From the seller's point of view, the *Strategic Selling®* process provides visibility into the sales opportunity. 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.

While salespeople have typically been trained to focus on the selling process, there is also a buying process that must be recognized and understood. *Conceptual Selling® Customer-Focused Interactions* shifts the focus from the selling to the buying process. This program provides a simple, repeatable structure that adds discipline to be client focused and results oriented at every customer meeting.

This program combination provides organizations a more complete picture of the elements at play in a complex sale. Time and energy will be focused on those opportunities most likely to become profitable, long-term customers. This combination also gives organizations a common process and language for pursuing sales opportunities and planning for effective customer interactions.

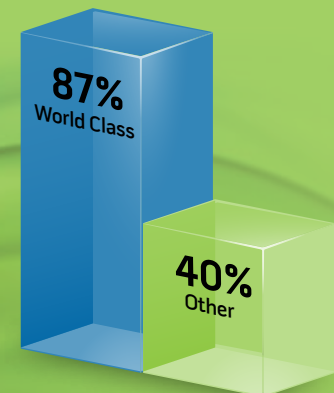
The combined *Strategic Selling®* and *Conceptual Selling®* program supports organizations in their efforts to:

- Secure approval from multiple decision makers.
- Professionalize your sales force.
- Gain more visibility into the status of important sales opportunities.
- Forecast revenue with greater accuracy.
- Ensure opportunities are advancing toward closed business with every interaction.
- Transition from a product-led sale to a solution-led sale.
- Differentiate your sales team against competition.
- Implement a consistent process to plan customer interactions and eliminate non-productive customer meetings.
- Engage cross-functional departments in your customer management strategy.

Increasing Close Rates

Pursuing complex sales opportunities requires a well-developed plan and an effective way to manage the details of both the selling and buying process. A disciplined process provides the organization with a way to prioritize resources and create better predictability in the sales organization.

We have a disciplined process that is continually utilized to review all large deals.



"I have been able to shorten a standard average sales cycle from six months to two months."

— Account Manager, Capital Equipment

Program Facts

Strategic Selling® and Conceptual Selling®

Who Should Attend

Any member of the organization interacting with customers at any point in the sales cycle, 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:

- Plan for important customer interactions to ensure effective use of selling time.
- 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.
- Differentiate your organization and solution with the true decision makers by first understanding what is important to the customer.

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.
- Ensure the sales process is moving forward with every customer interaction.

Delivery Options

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

Related Offerings

Large Account Management ProcessSM (LAMP[®]) – Strategic planning for protecting and growing key accounts.

Strategic Selling[®] Coaching – Driving sales process adoption and coaching to increase success in critical sales opportunities.

Strategic Selling[®] Funnel Management – Increasing accuracy and improving funnel management.

Conceptual Selling[®] Coaching – Driving sales process adoption through coaching to increase use of effective communication behaviors.

About Miller Heiman

Miller Heiman helps companies and individuals that compete for high-value, business-to-business sales develop strategies, processes and skills to consistently win business – especially when the sales process is complex and the marketplace demanding. We are the world's largest sales performance consulting and training firm and the preeminent thought leaders in the space. Quite simply, nobody knows sales performance better than we do. With corporate headquarters in the United States, United Kingdom, and Australia, Miller Heiman offers programs worldwide in 20 languages.