Advance

Creators of SCOTSMAN®

SCOTSMAN® Major Account Selling Skills Programme

advancescotsman.com

Programme Details

Participants:

Sales team members, Account Managers and Management

Delivery Options

Available via Classroom or Virtual Classroom, supported with Online Learning.

This programme teaches participants how to plan and win a major sale. It examines the steps needed to gain access to key people and the best sequence to meet them. It explores how to handle meetings, to build up a need and the different approaches required with senior executives, users and technical staff. It then coaches sellers on the tools they can use to create, qualify and structure the resulting opportunity to deal with the politics and competition.

Purpose

1. To teach participants how to handle major sales opportunities.
2. To develop a plan for how to win a major piece of business.
3. To understand and use the processes needed to develop that plan.
4. To teach experienced sales people how to win the politics of major sales.

Indicative Content

Sales Campaign Planning Overview

We examine and discuss a model of all the activities in a sale and put them into context.

Qualification

We examine the eight criteria of SCOTSMAN® to help us decide whether or not a project is worthwhile. We examine the verbal skills needed to qualify the opportunities that arise, and the planning skills to map out the way forward.

Sales Meeting Objectives

We examine the difference between the agenda for a meeting and the objectives of a meeting. The objectives are always customer commitments. Senior people expect you to give them some sort of decision to make and will be frustrated with the meeting if you don't. So we examine the sort of decisions they might find interesting, and the type of commitments we need from them – qualification, timetable, lobbying or criteria commitments.

The Political Map

To win big sales, we must understand the politics involved. Participants draw up the political map for an account – Who's who in the zoo? The participants audit their relationship and level of engagement with their accounts.

Selling to Senior Executives

We discuss the language of senior executives so that we can engage with them in a discussion about their business. Participants examine the difference between the needs of senior executives and junior executives. Senior people buy policy not product. They are generally more interested in return than cost. Senior people are interested in competitive edge and increased effectiveness.

Selling Styles

We discuss different selling styles, in particular the difference between selling to recognised needs and selling to unrecognised needs – responding to needs versus creating needs, and the advantages and disadvantages of each.

Need Creation

Participants learn the skill of encouraging the prospect to open up and talk about their ambitions, concerns, and issues. They also learn how to introduce those company strengths which the prospect might not yet have considered.

Listening

Benefits come in two flavours, business and personal. The personal motivations to buy are much stronger than the business. They are the hidden agenda. Yet understanding these needs is the key to a good relationship at an individual level. Participants learn to uncover personal needs and tune into their "emotion buttons".

Giving Evidence

We differentiate between claims and evidence, and examine how to use reference stories – to translate our products and services into a language which senior people relate to, as the spearhead for prospecting when we have a suitable solution, and as a way of putting across company strengths.

Selling a Timetables

We examine how to sell a timetable to the prospect to structure the sales opportunity to find out if they are serious. We get them to "make a decision to make a decision". This includes access during "Death Valley" – that difficult period after you have submitted your proposal, but before they decide.

Beating the Competition

We examine what process is needed to beat a competitor in a sale. The fact that we are different or unique is not enough. The only thing that matters is whether or not that difference is important to the prospect. We raise these differences in the prospect's brain.

Sales Campaign Planning

We revisit the need for every meeting to have both an agenda and commitments. A Sales Campaign Plan is defined as a list of all the meetings leading up to the decision. Each meeting is defined by the commitments wanted at the end.

Learning Outcomes

Upon completion participants will, along with other skills, be able to:

- Gain Access to key individuals within new and existing accounts.
- Hold effective sales meetings.
- Set up meetings with senior executives in prospect companies.
- Create major opportunities at a senior level.
- Gain commitment at each stage of the sale.
- Qualify these opportunities very thoroughly - they take a lot of resource.
- Identify "Potential Showstoppers" for the sale and what is needed to address them.
- Structure the resulting findings into a winnable sales opportunity.
- Uncover the complex decision processes of large organisations.
- Understand the "Political Map" in your accounts
- Structure the plan to gain access to all key people at all levels within new and existing accounts at key times.
- Talk the language of senior executives.
- Decide the key activities at each stage of the sale.
- Improve the chance of having discussions after the bid is submitted.
- Put in place specific activities to differentiate your company from its competitors.
- Influence the specification towards your company strengths.
- Rehearse friends so that they put across your company message.

Advance
Creators of SCOTSMAN®

Pipeline and Opportunity Management Experts

Bringing Science to the Art of Selling

To see our full range of training programmes and CRM tools for improving opportunity management

visit www.advancescotsman.com

Hollygarth
Main Street
Linton
West Yorkshire
LS22 4HT

+44 (0) 113 823 2877
sales@advancescotsman.com
www.advancescotsman.com

Follow Us

@advancescotsman

advancescotsman