

Solution Selling and Creating Value-Based Propositions

This three day workshop style learning event will provide participants with the tools and techniques to sell high value, complex solutions to discerning and sophisticated customers more effectively.

(It can be delivered as a three day course, or as a two course with one day follow-up.)

'Value-based' or solution selling is based on client need and is key to counteract price objections at later stages of the sales process. This will enable participants to demonstrate the competitive advantages of their solution and demonstrate that value to the client and their business.

Key highlights:

- Based on extensive real-world experience from a wide variety of businesses
- Extensive practical planning sessions and role-play based on participant's own examples and situations
- Pre and post course research and exercises to maximize effectiveness and implementation of learning
- Hard and soft copy of variety of planning tools - to ensure rapid deployment of key skills gained from the training
- High quality presentation and structured approach to learning
- Many unique insights and methods

Main benefits

To be able to better anticipate, identify, create, and develop business opportunities using a client-focused communication-based business model and consultative skills. In addition new skills, knowledge and tools to improve the ability to develop business opportunities with more certainty and assertiveness.

Key learning points

- Advanced consultative selling: Use a variety of structured and advanced questioning techniques to uncover opportunities, need areas and business criteria – confidently and efficiently
- Involve the client at all times, and to a far greater degree, and keep better control of business development process
- Effective follow-up and progressing opportunities using strategic planning and focused business development planning

- A plan of attack to build on your strengths and attack the weaknesses of your competition
- Value message: Differentiate your solutions clearly and accurately with broker/client-matched value statements – for individual customers and segments
- Presenting the right USP's, features and benefits and making them relevant and real to the customer
- Smart ways to position price, emphasise value and be a strong player without being the cheapest provider
- Learn the higher-level skills and strategies needed to sell value-based and differentiated business solutions
- Manage complex or high value sales more pro-actively and accurately
- Learn and use advanced techniques to develop customer needs, value and decision making criteria in depth

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Outline

The fundamentals of solution and consultative selling

- Introduction and review of pre-course work
- The four principles of solution selling and how they benefit you and the customer
- The stages of the customer's buying cycle – how to identify and strategies for each stage
- Solution selling strategies – real life examples and case studies of how to turn identify and develop larger value opportunities on a consistent basis
- Identifying and getting to key influencers – when and how

Stage one: Influencing client needs

- Key skills and approaches for this stage of the customer's buying process
- Positioning yourself positively, gaining credibility early, developing a sales attack plan based around customer needs, buying processes and objectives
- Understanding the power of high-impact and third-level questions to influence people based around specific your solutions
- How best to differentiate your solutions against key major competitors by better influencing needs and requirements

Stage two: Helping the customer to make a buying decision

- Key skills and approaches for this stage of the customer's buying process
- Mapping user and business needs, consequences, payoff's and criteria onto your solutions
- Using the alternatives assessment tool to uncover value and customer preferences
- Progressing your contact strategy by using a number of planning tools and methods
- Decision making criteria – tools to help you develop this with the customer and in doing so progress your sales opportunity more accurately
- Getting time with key people; 'selling' your meeting to the user or manager

Stage three: Creating a compelling proposition

- Key skills and approaches for this stage of the customer's buying process
- Client-focused value messages: how to differentiate your solutions clearly and accurately with client-matched value statements
- Review of your three 'proof-points' – proposals, presentations, proposition options.
- Express the content (i.e. selling points) clearly, concisely and correctly, plus choosing the right words that sell effectively

Stage four: Managing the end game

- Key skills and approaches for this stage of the customer's buying process
- Isolate, prioritise and answer objections and concerns more openly and accurately
- Negotiate from a position of partnership and strength not competition
- Deal more effectively and profitably with price objections and the influence of buying professionals
- Learn to recognise initial negotiating tactics and stances.
- Managing the transition from prospect to customer

Summary

- Personal action plan and learning summary