

R.A.D.A.R. – Winning Opportunity Strategies

Sales Methodology to Simplify the Complex Sale

Overview

Today's business climate is characterized by formidable competition and increasingly complex selling environments. The opportunities are great, but sales cycles are longer and buyers are more demanding. They expect more of you as they evaluate and acquire solutions. Yet in many instances, the buyer processes put you in a position where it is hard to differentiate yourself from your competitors. Based on recent performance, you have determined that the following disciplines need improvement:



At the management level:

- Your forecast is not accurate, therefore analysts lose confidence in quarterly projections.
- There is no common language for managing opportunities, so your approach is inconsistent throughout the sales force.
- You need to increase client satisfaction immediately after the sale.

At the field level:

- Lead generation is not followed through to qualified prospects.
- Sales reps lack the political navigation skills to reach the powerful people in your opportunities .
- Winning strategies for opportunities and stakeholders are ill defined.
- Too often reps don't understand the prospect's decision-making process, so there are many opportunities that are lost to "no decision."
- You have a team selling environment and it is difficult to effectively allocate resources and maximize your return on time invested in each opportunity.
- If your reps could gain greater control of each opportunity, all of these problems would be easier to deal with.
- Adoption of your CRM/SFA system is sparse at best.

How We Can Help

R.A.D.A.R. - Winning Opportunity Strategies is a program designed for those with significant sales and account management responsibilities, including sales professionals, services managers, sales team members and their managers. These workshops are very interactive as we guide participants through one of their major opportunities in the pipeline.

What You'll Learn

We'll show you how to achieve:

- Knowledge of your prospect's most compelling strategic "stay-awake" issues and how to build value, beyond your product benefits, through strategic literacy and message linkage.
- Maximizing your return on time invested or ROTI, continuously qualifying opportunities.
- More control earlier in the sales cycle, creating competitive advantage by positioning yourself and setting traps for the competition.
- An understanding of the prospect's informal decision-making process, source of urgency, and individual buyer roles.

- Insight into the prospect’s political power base and increased executive access and support throughout the opportunity.
- More accurate sales forecasts and better allocation of resources.
- Compelling differentiation, value definition and linkage, and less price sensitivity for better margins.

Outcomes

Our instructors – all successful executives in global, tier-one market leaders – have a delivery style uniquely designed for industries with complex selling processes. At the end of each workshop, we will conduct opportunity reviews on all live accounts used in the workshop exercises. Sales reps receive immediate feedback on the value of using the process and methodology. This will model a coaching and review process through which your managers and selling teams will learn strategies for:

- De-mystifying and managing complex sales.
- Selling to power – gaining access and preference with executives.
- Finding the strategic pain – pain that motivates your prospect to take significant action.
- Building competitive preference early in the sales cycle.
- Communicating and executing the strategic plan.
- Preparing for and effectively conducting the executive sales call.

About The Complex Sale

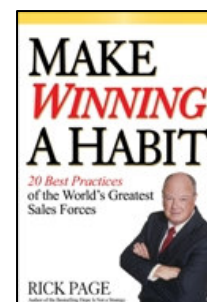
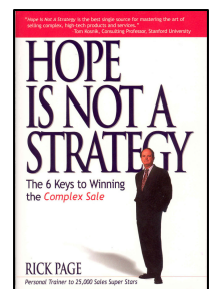
Rick Page, author of the sales bestseller *Hope Is Not A Strategy – The 6 Keys to Winning the Complex Sale*, founded The Complex Sale in 1992. TCS is a sales methodology and consulting company with a proven sales approach for the information services, high technology, consulting, healthcare, finance and telecommunications industries.

The Books

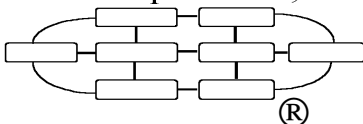
Our approach is based on the tenets of Page’s book, *Hope Is Not a Strategy – The 6 Keys to Winning the Complex Sale*, which analyzes the major trends facing selling today, presenting solutions designed to leverage your company’s value through a superior sales force. Around the world, in more than 50 countries, we’re using the book’s philosophy to teach salespeople the processes and skills they need to achieve competitive advantage. Page’s newest book, *Make Winning A Habit – 20 Best Practices of the World’s Greatest Sales Forces*, examines the gap between what companies *know* to do and *how* they consistently perform. Page shows sales managers how to evaluate their own sales organizations, identifying what separates them from the best practices of great sales organizations around the world.

Other Suggested Workshops Associated with RADAR WOS

A common sales methodology is greatly enhanced by having a defined sales process. The combination of process and methodology gives a structured outline of activities describing: what to do, when to do it, why it is important, with whom to do it, and how to do it. Ask us about our *Best Practices Sales Cycle* workshop. Since the participation, buy-in, and involvement by sales management are critical to your sales force’s acceptance and use of the methodology, *Coaching the Complex Sale* and *Coaching Mastery* are also highly recommended.



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