AccountAbility

Advanced, Strategic Sales Training

PorterHenry
OPTIMIZING SALESFORCE PERFORMANCE

Exclusive Regional Partner
Australia & New Zealand

SALES STARS

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STRATEGIC BUSINESS DEVELOPMENT

Improve Your Salesforce's Ability to Identify Opportunities, Set Goals, Develop Strategies, and Execute Action Plans for Major Accounts.

Strategic Business Development was designed to move salespeople from tactical sales calls to long-term strategic selling. It is a complete system for account penetration and management that begins with the SBD Opportunity Analyzer used with a real-life account (Preworkshop Assignment). During the two-day workshop, opportunities are identified and prioritized as a springboard for strategic positioning. Strategies learned are then applied to the same real-life account. To conclude the workshop, each salesperson reinforces what was learned by developing a strategic plan for his or her own account. The systematic process continues after the workshop as salespeople use the strategic tools to execute the master plans they have developed. A follow-up guide for the managers enables them to monitor the system on an ongoing basis.

Your salespeople will learn how to:

- Analyze major accounts to identify strategic opportunities
- Establish strategic and value goals for each account
- Implement an alignment strategy to position themselves as a preferred vendor, a business consultant, or a partner/ally
- Allocate resources according to account potential
- Access vertical and horizontal decision-makers and influencers
- Interface with top-level account executives to gain an understanding of their perspective, long-range goals, and vision
- Integrate strategies such as negotiating, consultative selling, team selling, and more!
- Design a master plan for each major account

All participants will receive a tool box of diagnostic and planning tools to help them systematically identify opportunities and implement account strategies. If you want your salespeople to call at higher levels, shift their focus from day-to-day tactics to long-term strategies, and build relationships at critical levels, **Strategic Business Development** will accomplish this goal.

What is Account*Ability*?

The **Account*Ability*** series consists of major strategies for penetrating high-potential accounts: **Strategic Business Development**, **Value-Added Negotiating, Strategic Multi-Level Selling, Team Selling, Consultative Selling** and **Value-Driven Selling.** Each strategic program is a system in itself, consisting of Preworkshop Assignment, a fast-paced, intensive workshop, tools for field use, and a manager's guide to follow up/monitor performance. The participants acquire the strategic process, supporting tactics, and skills through participation, practice and field application.

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VALUE-ADDED NEGOTIATING

ENHANCE THE SALESPERSON'S POWER BASE, SKILLS, AND STRATEGY FOR WORKING OUT MUTUALLY PROFITABLE SALES AGREEMENTS.

In today's marketplace, negotiating ability is a must to meet the challenge of competitive buyers demanding better delivery, faster service, lower pricing, product changes, and more. **Value-Added Negotiating** equips your salespeople to professionally handle these "requests" and to initiate their own negotiations when appropriate.

While negotiation can occur at any point in the sales cycle, it should be treated as a strategy, since it involves planning and other actions, and is intimately woven into long-term account relationships. As a result, your salespeople are trained to use a collaborative style when implementing tactics and, most importantly, to strive for a win-win outcome.

Because of the negotiating skills required, **Value-Added Negotiating** is highly participative. It uses a mix of games, diagnostic instruments, video-based exercises, and role practice to reinforce skills and teach the components in the negotiation strategy. Participants will be challenged from beginning to end.

Some of the critical skills your salespeople will acquire:

- How to plan a negotiation
  Setting the stage with shared interests
- Using fact/priority questions to reveal positions and interests
- How to value tradeable issues
- Using ten professional negotiating tactics
  Defining parameters and sequencing offers
- Using a collaborative style and tactics to protect your interests
- Presenting options and obtaining feedback

Your salespeople will easily transfer these skills to real life, supported by the comprehensive **Value-Added Negotiating** Planner and Pro*Tool, a practical job aid for tracking negotiating performance.

Account*Ability* Options

You have a choice of many options and delivery for the **Account***Ability* series. The programs use a mix of media and training formats including video, simulations, overhead transparencies, implementation tools, workshops, and challenging exercises. All programs are built around participants' real-life accounts and have options for further customization. User-friendly Leader's Guides and Participant's Workbooks enhance the delivery and uniformity of each session. Options for purchasing the programs are: delivery by a Porter Henry meeting leader, training provided by client (after certification), and "rights purchase" that transfers ownership to the user.

through participation, practice and field application.

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STRATEGIC MULTI-LEVEL SELLING…

…A UNIQUE STRATEGY FOR PENETRATING COMPLEX ACCOUNTS - SUPPORTED WITH TACTICS, TOOLS, AND TRAINING.

Now there's an effective solution for strategic multi-level selling. Our fast paced, one-day workshop will totally equip your sales team to win the big deals and build long-term account relationships at all levels. Your salespeople and account managers will learn to:

- Sell vertically and horizontally, including the top levels of the account
- Profile an account in-depth to surface "hidden" decision-makers and influencers, identify the decision process and internal "connections"
- Use 15 tactics to navigate the account, to gain access to individuals, to surface critical information, and to sell effectively
- Pinpoint individual decision-maker roles, degrees of influence, and priorities.

Strategic Multi-Level Selling is an "advanced strategy" that is quickly and seamlessly installed within your sales organization. The systematic learning is focused in an intensive and challenging one-day workshop and is reinforced in the field afterwards. Skills/tactics are applied to real-life accounts using role play, a master simulation of a "customized" complex account, and team exercises.

AGENDA

- Pre-workshop: Participants profile own high-potential, complex account

  Introduction, overview, objectives
- Four steps for conducting a multi-level analysis
- Tactics for handling "Gatekeeper," selling to "Champions," "Supporters," "Doubters," "Obstructionists"
- Developing an account strategy with Multi-Level Strategic Map and Action Plan tools
- Application to real-life accounts
- Tactical marathon: "best practices" for gaining access, surfacing critical "intelligence," navigating the account, selling to decision-makers/influences
- Team competition: complex account simulation
- Follow-up: participants use tactics, tools, training with real-life accounts through participation, practice and field application.

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STRATEGIC PROGRAMS WITH CUSTOM-DESIGNED TOOLS

GIVE YOUR SALESFORCE A STRATEGIC EDGE IN BUILDING LONG-TERM RELATIONSHIPS WITH HIGH-POTENTIAL ACCOUNTS.

Team Selling

Regardless of which type of team selling your salespeople pursue – ad hoc, cross-functional, or dedicated teams – **Team Selling** provides a validated process ***custom-designed to your business*** for generating results. The team selling strategy zeros in on account acquisition or penetration, focusing the team efforts on developing a master plan, implementing it with coordinated individual and team activity. In the process, team building and team leadership are enhanced. The ultimate goal is the key sales call, a high-level presentation to the customer team. The participants learn a proven process model and use supporting tools to “read” decision-makers, manage group dynamics, and lead the customer team to a favorable consensus.

The model for **Team Selling:**

1. **Identify team sell opportunity**
2. **Initiate team action plan**
3. **Conduct team strategy briefing**
4. **Execute preliminary actions and sales calls**
5. **Plan and implement key sales call**
6. **Follow-up**

Team selling is more than simply getting a technical or support person to make a joint call. The process and the roles must be defined to optimize impact/results.

Consultative Selling

Consultative Selling is a powerful strategy for building account relationships by helping customers develop solutions to problems they may not be aware of. Following the steps (model) below, the sales professional uses his/her knowledge of product/applications and customer operations to build a consultative “partnership.”

1. **Create the opportunity**
2. **Gain buy-in, access**
3. **Conduct analysis/develop solution**
4. **Determine solution value and cost to implement**
5. **Test solution**
6. **Sell the solution benefits**
7. **Help implement the solution**

Consultative Selling utilizes an Opportunity Analysis Grid (OAG), ***custom-designed to your business,*** to help salespeople identify opportunities within the customer organization. When applied, the OAG serves as a tool for defining the problem, determining the value (benefit) of the solution in terms of improved operations, efficiency, or profit.

The program covers tactics (skills) for getting buy-in and gaining access to critical information. It also utilizes the Porter Henry value process (IMPACT) to determine the tangible benefit of the prescribed solution.

VALUE-DRIVEN SELLING

Everyone talks about selling value, but few salespeople know how to do it. Yet quantifying value is the only way to offset the challenges and pitfalls of customers' economy-inspired price demands and budget cuts. Value-Driven Selling, a one-day workshop, trains salespeople how to quantify the value of solutions, negotiable issues, benefits, and applications in concrete dollar terms.

Value-Driven Selling is a powerful solution that can be added to your curriculum. It will enable your salespeople to::

- *Win new, profitable business and protect margins*
- *Maximize how value is presented and "sold" to customers*
- *Acquire confidence, and be motivated to sell "value" pro-actively*
- *Present intangible values in a concrete and convincing manner*
- *Differentiate themselves from competition*
- *Identify opportunities where value-selling pays off*

VALUE-DRIVEN SELLING WORKSHOP AGENDA

- **Introductions and Objectives**
- **Benefits of Selling Concrete Value Vs. Intangible Concepts**
- **What is Value-Driven Selling?**
- **Value Selling Simulation**
- **The Value Selling Opportunities**
    1. Selling product or service intangible benefits
    2. Capitalizing on value-added services
    3. Identifying customer problem, quantifying and selling-in solution
    4. Overcoming customer concerns about pricing or value
- **How to Quantify The Values With QLP Process**
    - **IMPACT** resources determine which components are involved, and measure extent: **I**nventory, **M**oney, **P**eople, **A**ssets, **C**apability, **T**ime
    - **Quantify, Link, Project** process converts values to: ROI, profit, cycle time, downtime, reduced risk, turnover, sales increase, problem solution, benefit(s) value, customer application, or overall efficiency
- **Application To Realistic Case Studies**
- **How To Plan The Value Presentation**
- **Role Practice**
- **Review and Wrap-up**

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