



# Advanced Concepts<sup>SM</sup>

Expanding the expertise and effectiveness of the sales professional

As every member of the organization becomes aligned with the process application, the volatility of the sales cycle is reduced and the selling process becomes more predictable. This forms the foundation that allows executives to manage the business more precisely, managers more accurate forecasts, and sales people an added edge when selling.

## **Advanced Concepts<sup>SM</sup> supports organizations in their efforts to:**

- Expand the expertise of their salespeople and sales managers
- Continue the learning process beyond the training event to help support and enable best practices and successful process adoption
- Provide managers and team leaders with coaching and support exercises to advance deals to close
- Maximize the gains from the training investment by maintaining the discipline of effective processes and winning practices

## **Who Should Have Access:**

All *Strategic Selling*® and *Conceptual Selling*® alumni, from field sales to sales leadership, should participate in the *Advanced Concepts*™ series. This extended roll out will help increase adoption of the process and the common language.

## **How Your Organization Will Benefit:**

### **Enable field sales to:**

- Have instant access to best practices, tips, and tools to overcome common sales challenges
- Continue learning how to apply the *Strategic Selling*® and/or *Conceptual Selling*® process

### **Enable sales management and senior leadership to:**

- Have monthly one-on-one or team meetings around a particular topic or sales challenge
- Get detailed information on how to coach their salespeople to improve effective selling behaviors
- Ensure the *Strategic Selling*® and/or *Conceptual Selling*® process is successfully implemented by going beyond the standard workshop approach

## **Other Advanced Concepts<sup>SM</sup> Series Coming Soon:**

- *Large Account Management Process*™

## **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.

## **Related Offerings**

### ***Strategic Selling*® Coaching**

Driving sales process adoption through coaching to increase success in critical sales opportunities.

### ***Strategic Selling*® Funnel Management**

Increasing sales forecast accuracy and improving funnel management.

### ***Conceptual Selling*® Coaching**

Driving sales process adoption through coaching to increase use of effective communication behaviors.

### ***Securing Strategic Appointments*™**

Contact strategy for generating appointments



# Advanced Concepts<sup>SM</sup> for Strategic Selling<sup>®</sup>

## Module Topics and Summaries

Miller Heiman's *Advanced Concepts<sup>SM</sup> for Strategic Selling<sup>®</sup>* takes adoption of the *Strategic Selling<sup>®</sup>* process to the next level. It empowers sales professionals to improve their performance by providing real world, practical application of program concepts.

The following are the modules included in this series:

### **Finding and Developing Coaches**

You can significantly improve close rates by securing a Coach for your most critical opportunities. In this module, you'll get great ideas from the experts on where to find potential Coaches, the types of people that make great Coaches, and how to develop long-term customer relationships to ensure success.

### **Connecting with Your Customer's Strategy**

For your meeting agenda to resonate, it needs to be crisp and focused on your Economic Buying Influence's strategic issues. This module explains why it is imperative to cover the bases with the Economic Buying Influence, either by meeting in person or working through a trusted ally to understand the strategic initiatives most important to this key Buying Influence.

### **Moving Deals through the Funnel**

Too many deals or opportunities get stuck in the funnel. Letting them languish wastes valuable time and resources. In this module, experts review information and provide actionable insights you can take away immediately to move a stuck opportunity forward.

### **Building Long-Term Customer Relationships**

There are several reasons why deals are lost, but few are as significant as the failure to identify a Buying Influence's personal Win, and the business result connected to it. In this module, experts share personal stories and pose key questions to help uncover each Buying Influence's Business Result and Personal Win. They discuss the importance of delivering on the Personal Win and how it leads to a long-term Win-Win relationship.

### **Focusing on Your Best Opportunities**

It's not always easy to walk away from an opportunity, but sometimes that is the best action. In this module, experts share best practices on how to decide which opportunities to walk away from and which ones you need to nurture to retain the long-term relationship with a client or prospect. There's also a good discussion on the importance of a consistent Win-Loss review process and how that can improve the salesperson and the organization.

### **Optimizing Your Position**

How a salesperson builds a competitive strategy can make or break success. Beyond just reviewing the four types of competition, this module gives tools and ideas on building a strong strategy to overcome the competition. The module also gives advice on handling the dreaded "dog and pony show," and how salespeople can effectively prepare for a meeting so they remain customer focused even when they're asked to talk about their company and product.