



Advanced Selling Skills For Winning The Complex Sale



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Account Growth Strategies

Advanced Selling Skills

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Team Selling

Vertical Markets

Sales Process

Selling Services

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Sales Management



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What percentage of the time do you think multiple influencers are involved in purchase decisions?

What are the common challenges associated with the *Complex Sale*?

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What is a...



Definition:

A formal or informal collection of decision influencers who participate in a decision process.

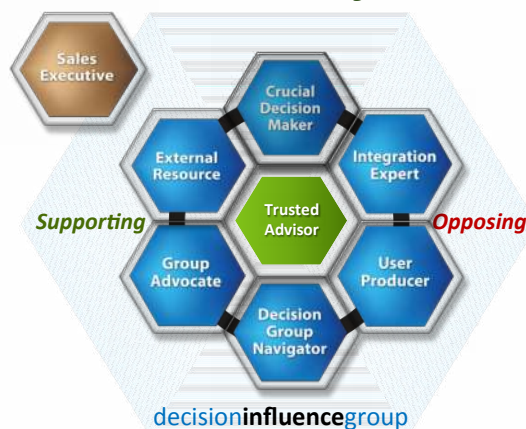
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cooperationselling



Final or ultimate decision maker. Responsible for ensuring that the Board and Board Committees receive the appropriate information and advice. Business issues are brought to the Board for consideration of the final decision. The Board may not pass complete authority to the Chair, but may believe that the Chair is able to make the final decision on the Board's behalf, at least at this level of Board activity. The Board may not believe that the Chair has the necessary relationship with DfG Members to exceed their expertise or capability.

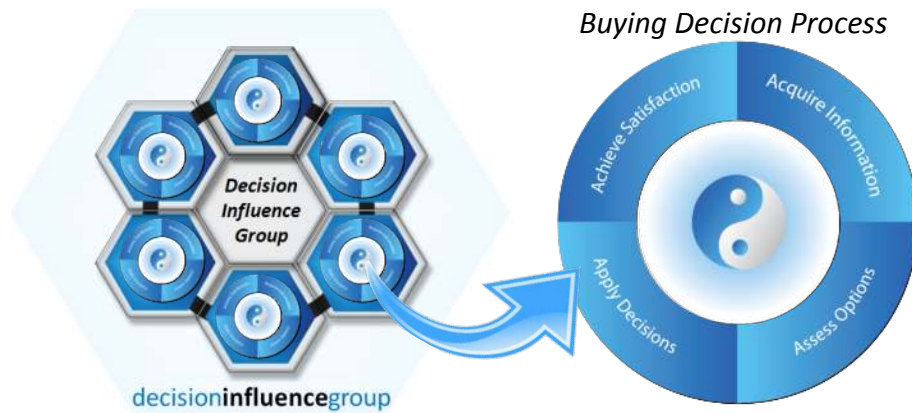
Sales Executives work to enter the **Supporting** Influence and **Opposing** become a...

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Remember: Each influencer is moving through their own decision process!



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Top 10 Sales Strategies For Winning The Complex Sale

1. Synergize selling efforts with the client's buying process
2. Identify the 'Crucial Decision Maker' and 'Power Base Influencers'
3. Uncover all Decision Influence Group members
4. Have the right conversations with all three levels of decision influencers



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Influencer Decision Tiers

Leadership Tier

- ✓ Most commonly associated with the C-Level or C-Suite
- ✓ Responsible for company top and bottom line
- ✓ Concerned about:
 - Profitability
 - Revenue Growth
 - Competitive Advantage
 - Market Share
 - Customer Share
 - Employee Turnover

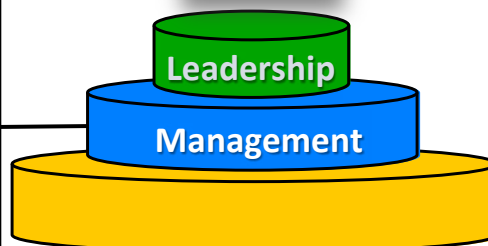


What will they want to talk about?

Influencer Decision Tiers

Management Tier

- ✓ Most commonly associated with core company functions and process
- ✓ Responsible for proactively eliminating problems and improving productivity
- ✓ Concerned about:
 - Employee Development
 - Achieving Objectives
 - Team Building
 - Generating Productivity
 - Customer Retention
 - Driving and Improving Processes

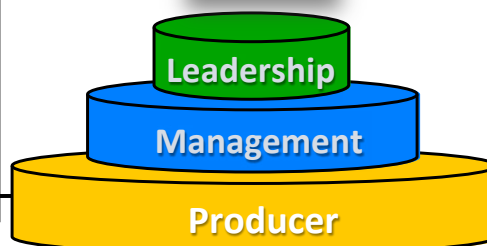


What will they want to talk about?

Influencer Decision Tiers

Producer Tier

- ✓ Most commonly associated with work flow, policies and SOP
- ✓ Responsible for following rules, directives and procedures
- ✓ Concerned about:
 - Daily Job Requirements
 - Following SOP
 - Not Making Mistakes
 - Short Term Goals
 - Price and/or Cost



What will they want to talk about?

Top 10 Sales Strategies For Winning The Complex Sale

1. Synergize selling efforts with the client's buying process
2. Identify the 'Crucial Decision Maker' and 'Power Base Influencers'
3. Uncover all Decision Influence Group members
4. Communicate effectively with all three levels of decision influencers
5. Determine where each influencer is in their decision process
6. Identify the 'cause' and 'criteria' for each decision influencer
7. Leverage strategically your selling team with D.I.G. members
8. Identify and manage your competitive selling risk
9. Manage changing customer priorities and motivations
10. Create and maintain 'Critical Decision Mass'

Valuable Resource

Sales Effectiveness Assessment

| Rating | Rating Classification Key |
|--------|-----------------------------|
| 5 | Strongly Superior |
| 4 | Good |
| 3 | Average |
| 2 | Below Average |
| 1 | Significantly Below Average |

MVP Behaviors: Evaluate the following behaviors and competencies, using the scale above. For ratings below average, please briefly describe the performance to explain the rating.

Headset:

- Customer Priority / Compliments / Praise:** Consistently seeks out and offers compliments to their superior only, to friends of others and their family. 5 4 3 2 1
- Resilience / Resilience / Resilience:** Shows consistent resilience to control their ego in all situations. Their confidence is not fragile and doesn't rise from ego. 5 4 3 2 1
- Supports Teamwork by Helping Others:** Consistently helps others to develop and willing to help their peers and fully participate in team activities. 5 4 3 2 1

Adaptability:

- Adaptability / Adaptability / Adaptability:** Actively seeks out change. Focuses on continuous improvement. 5 4 3 2 1
- Learnability:** Actively seeks out change and provides for appropriate levels of information and data to implement change. 5 4 3 2 1
- Supports Others in Their Ability to Deal with Change:** Consistently seeks out change and provides for appropriate levels of information and data to implement change. 5 4 3 2 1

Self-Sufficiency:

- Resilience / Resilience / Resilience:** Works to be resilient in their own sales ability and offers to be resilient. Contributions (ideas and input) are consistent. 5 4 3 2 1
- Proactive / Proactive / Proactive:** Proactive in their sales ability and offers to be resilient. Contributions (ideas and input) are consistent. 5 4 3 2 1
- Resilience / Resilience / Resilience:** Proactive in their sales ability and offers to be resilient. Contributions (ideas and input) are consistent. 5 4 3 2 1

Job Effectiveness:

- Develops a Network of Resources:** Consistently seeks out and offers to be resilient. Contributions (ideas and input) are consistent. 5 4 3 2 1
- Proactive / Proactive / Proactive:** Proactive in their sales ability and offers to be resilient. Contributions (ideas and input) are consistent. 5 4 3 2 1
- Resilience / Resilience / Resilience:** Proactive in their sales ability and offers to be resilient. Contributions (ideas and input) are consistent. 5 4 3 2 1

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What would you like to discuss?

OPEN FOR
DISCUSSION

Complex Selling help?

