Customer-Centered Engagement Model

- A Key to Services Growth -

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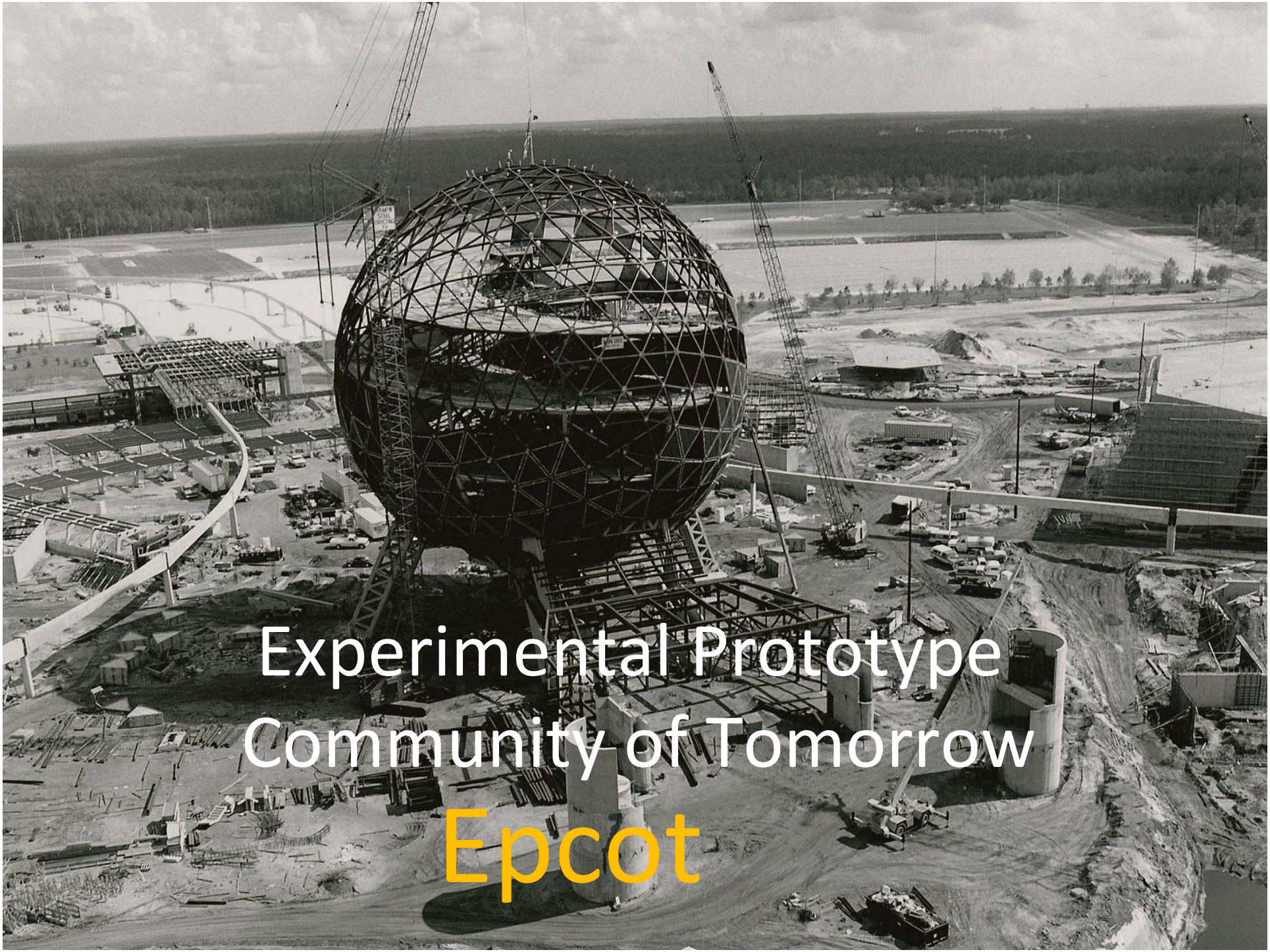
Insights53

We really want to talk about…

What if you could grow your business and mitigate investment risk in new products by enhancing your sales strategy?

DISNEY

Walt Disney's
Cinderella


Experimental Prototype
Community of Tomorrow
Epcot

LET LOOSE. COME PLAY.

Bring out the fun in your family at Disney Parks.

Show Your
DISNEY
SIDE

Add It Up!
Your Total Rewards

Overview

Like 145

Where your work touches lives.

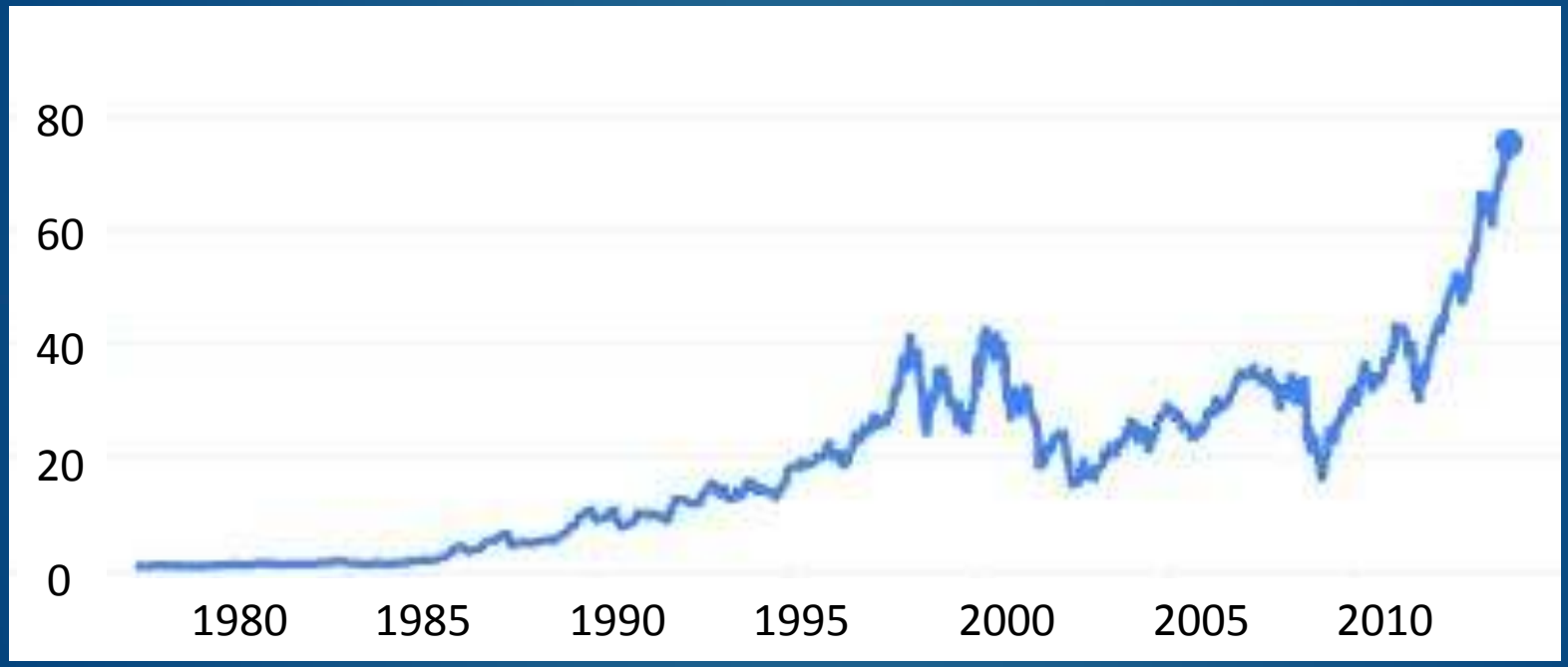
If you join The Walt Disney Company, the work you do will ignite happiness in the hearts of many. Whether you send your audience on an unforgettable cinematic journey or engage a young mind with interactive experiences. Make a sports fan feel like part of the game. Inspire a lifetime of memories with products that feed the imagination. Or even share a lasting memory at a theme park—you'll help deliver treasured moments to people around the world.

Empowered by development opportunities, outstanding benefits and a supportive network of this legendary company, we strive to give you everything you need to succeed in your career. Our people have consistently defined, and then redefined, what's possible in the world of entertainment. And with your help, we can continue to spark imaginations everywhere for years to come.

When your extraordinary talents, our renowned legacy and the promise of an even brighter future unite, just imagine the stories you'll be a part of...

Featured Item

Featured Item


80
60
40
20
0
1980
1985
1990
1995
2000
2005
2010

valuable

experience

Customers | Employees | Shareholders

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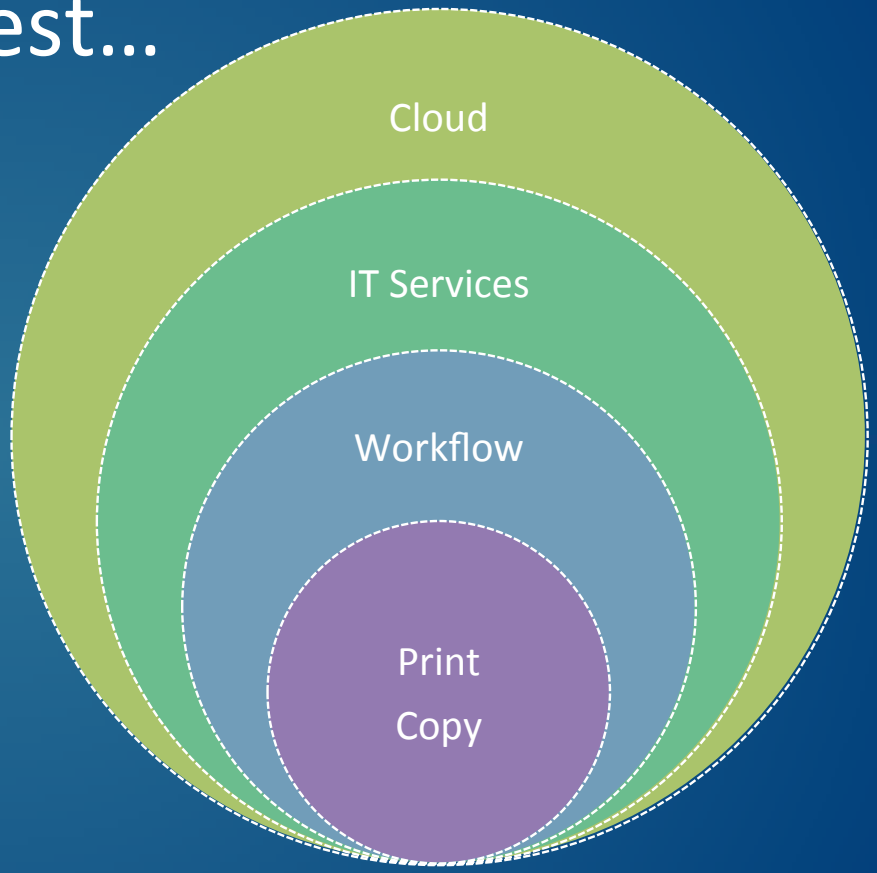
MILLER HEIMAN®
The Sales Performance Company

BTA Conference interest…

- Protect core business?
- Develop new capabilities customers want?
- Penetrate new accounts and opportunities?
- Rebalance investments, people, processes?



How to increase the value of your business?

What's happening in the broader IT market?

Sellers

- Sell
- Ship
- Service

Buyers

- Own
- Operate
- Outcome

Complexity

Risk

Strategies to enhance customer engagement management.

It’s a customer-led economy

Get closer to our customers

Deliver business outcomes

What are the levers?

Source: Sales Executive Council
Percentage of contribution to customer loyalty

Company and Brand	19%
Product / Service Delivery	19%
Value-Price Ratio	9%
Purchase Experience	53%

Translating theory into practice…

Purchase Experience

- Unique market perspectives
- Navigate alternatives
- Avoid land mines
- Educate issues / outcomes
- Easy to buy from
- Organization-wide support

Source: Sales Executive Council research

Integrate Sell-Buy Processes

- Understand buy-sell hierarchy
- Solve problems tied to initiatives
- Define individual buying motives
- Give and get information
- 1:1 commitment to move forward

Source: Miller Heiman research

Making it actionable…

What if you could increase business value…

regardless of what you want to sell…

or what your customer wants to buy..

by integrating how you sell with how customers buy

Sales best practices from leading companies

Sales best practices from leading companies

Methodology… the buy – sell hierarchy

Sales best practice…

Understand customer issues before proposing solutions

Learning
- A priority and differentiator

Keys
- Link issues, solutions, initiatives

Action
- Add issues to your account plan

Sales best practices from leading companies

Sales best practice…

Boost productivity by targeting right opportunity

Learning

- Qualified means good fit for seller and buyer

Key

- Define your ideal customer

Action

- Set new opportunity criteria

Methodology…buying influences

- Mode?
  - Growth
  - Trouble
  - Even keel
  - Over optimistic
- Business result?
- Personal win?

Who are they?

- Economic buyer – says yes, makes it happen
- Coach – help you win
- Technical – will it integrate?
- User – will people use it?

Sales best practice…

Allocate right resources to large opportunities

Learning

- Allocate based on customer requirements

Keys

- Understand customer needs

Action

- Establish opportunity criteria

Sales best practice…

Management effectiveness to advance deals

Learning

- Accounting can overshadow strategy

Keys

- Manager goal is to advance sale

Action

- Add strategy sessions

Sales best practices from leading companies

Sales best practice…

Sales / Marketing Aligned to Customer Need

Learning

- Complexity clouding customer decision making

Key

- Right message to right buyer at each stage

Action

- Create customer-focused sales messages

Methodology…getting information

- Confirm what you know
- Learn new information
- Understand their attitude

Methodology…issues & commitments

- Issues are unspoken obstacles
- Go in with expected outcomes
  - Best: “unsolicited bid”
  - Minimum: “write the bid specs”
- Customer commitments move deals forward

Thank you…

Grow your business and mitigate investment risk in new products by enhancing your sales strategy

- adopting key best practices and methodologies
- to integrate how you sell with how customers buy

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