

# Conceptual Selling®

Optimizing Every Interaction With Customers

## Overview

Every interaction with a customer is too important to leave to chance. *Conceptual Selling® Customer-Focused Interactions* helps salespeople better prepare for their time with customers. The result is purposeful meetings and Win-Win outcomes.

To maintain a highly-competitive sales force, every interaction with customers must be conducted to either move an opportunity forward or improve the relationship. This program enhances how salespeople execute in all of their interactions with customers, whether a scheduled multi-attendee meeting or an impromptu one-to-one.

Anytime a salesperson meets with a customer there are two processes happening simultaneously. While salespeople have typically been trained to focus on the selling process, from the customer's perspective there is also a buying process that must be recognized and understood.

Solving this misalignment between these two processes is an outcome of *Conceptual Selling® Customer-Focused Interactions*.

There is no such thing as one-size-fits-all solutions or value propositions for customers. The only way to understand what will help you win is to ask the right questions and listen. This program provides the simple, repeatable structure that should be considered essential for anyone who interacts with customers.

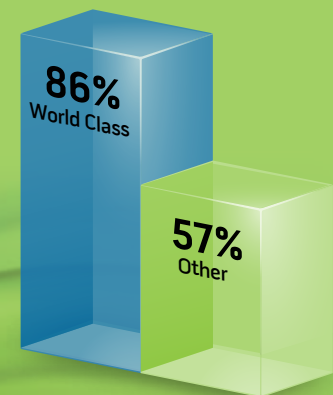
*Conceptual Selling® Customer-Focused Interactions* supports organizations in their efforts to:

- Execute against a plan to be a more customer-focused organization
- Differentiate your sales team against competition
- Professionalize your sales force
- Engage cross-functional departments in your customer management strategy
- Eliminate non-productive customer meetings
- Ensure opportunities are advancing toward closed business with every interaction
- Strengthen customer relationships

## Differentiate Yourself

Good selling begins with asking relevant, dialog-producing questions, and listening. Without first understanding the business obstacles a customer is facing, it is impossible to qualify the opportunity or propose an effective solution. World-Class Sales Performers are more than twice as likely to take this important step with their customers.

**We clearly understand our customers' needs before we propose a solution.**



"I finally understand what it means to be customer focused and there is an execution plan to do it."

— Executive General Manager, Banking

# Program Facts

## Conceptual Selling®

### Who Should Attend

This program is right for any member of your team who regularly interacts with customers and prospects. This could include salespeople, account managers, business development, sales support, engineers, senior leadership and customer service.

### How Your Organization Will Benefit

#### Enable salespeople to:

- Plan for every customer interaction to ensure productive use of salesperson's and customer's time
- Conclude every meeting with clear actions for both sides to ensure the opportunity continues to move forward
- Ask questions that will uncover critical information
- Add discipline to customer meetings to be client focused and results oriented
- Identify and align the selling process with where the customers are in their buying process

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

- Identify where to best allocate resources, including their time, for customer meetings
- Ensure the sales process is moving forward with every customer interaction
- Professionalize the sales team by enabling consistent best-practice behaviors

### Delivery Options

- Tailored on-site live programs
- Train-the-Trainer (Client Associate)
- Blended e-learning and live program
- Group or self-study virtual programs
- Regularly scheduled live public programs

### Integration with Leading CRM Systems

The meeting planning tool that all attendees get in *Conceptual Selling® Customer-Focused Interactions* is available for integrated or stand-alone use through our *Sales Access Manager<sup>SM</sup>* portfolio of sales tools.



### Conceptual Selling® Portfolio of Tools and Programs

**Conceptual Selling® Coaching** – Driving sales process adoption through coaching to increase use of effective communication behaviors

**Advanced Concepts<sup>SM</sup> for Conceptual Selling®** – Advanced applications that will expand the expertise and effectiveness of the sales professional to develop customer focused interactions

**Sales Access Manager<sup>SM</sup>** – Meeting Planning Tool

**Executive Impact<sup>SM</sup>** – Strategy for securing executive approval

**Securing Strategic Appointments<sup>SM</sup>** – Research and plan to successfully secure time with key contacts

### Related Offerings

**Strategic Selling®** – Comprehensive strategy for complex sales

**Large Account Management Process<sup>SM</sup> (LAMP®)** – Strategic planning for protecting and growing key accounts

### About MHI Global

MHI Global works with organizations across all verticals around the world to build and sustain customer-focused, high-performance organizations that can drive profitable, predictable top-line growth. Our unrivaled capabilities, dedicated to customer management excellence, come from the combined expertise of powerhouse brands that make up MHI Global – Miller Heiman, AchieveGlobal, Huthwaite, Channel Enablers and Impact Learning Systems.