



Strategic Selling®

with Perspective

For more than 40 years, Miller Heiman Group's Strategic Selling has helped sellers win more deals faster. With the new addition of Perspective and Scout by Miller Heiman Group, Strategic Selling with Perspective is the strongest selling process available. In a world of rapidly changing buyer expectations, your selling teams need to provide insight and value through Perspective in a strategic way. Create a path for your strategy to fuel action in complex sales cycles.

BENEFITS OF STRATEGIC SELLING WITH PERSPECTIVE

01 Time-Tested, Proven Process

Win More Complex Deals, Faster

02 Consistent & Repeatable

The Blue Sheet Strategy

03 Aligning to the Modern Learner

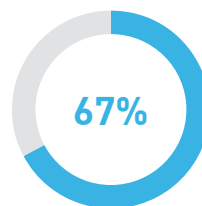
Turning Strategy into Action

04 Innovative Sales Technology

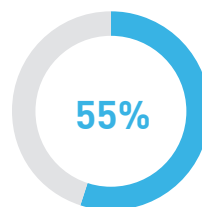
Introducing Scout by Miller Heiman Group

01 PROVEN METHODOLOGY

Strategic Selling with Perspective is the gold standard for high performing sales teams. Using Perspective to address changing buyer preferences and evolving landscapes, your sellers earn the right to engage with buyers earlier and more often in the sales cycle. Winning in today's complex selling environment, world-class sales professionals require a perspective that creates value for customers, changes how customers perceive their objectives, and empowers them to create solutions together.



67 percent of buyers say it's important for sales calls to result in sellers understanding a need and buyers understanding how a problem can be solved.



55 percent of buyers say a seller's ability to educate them during the sales process influenced the last large purchase decision they made.

02

THE BLUE SHEET

Using the Strategic Analysis, affectionately known as the Blue Sheet, sellers develop, organize and perfect their approach and sales strategy to win more deals. Sellers identify the people in an organization that have impact on their pursuit, understand what is important to key decision makers and gain insight into competition and preferences. The Blue Sheet helps identify both the knowns and unknowns in a deal. Without a consistent, repeatable process in your sales organization, the ability to know why you win or lose is based on hunches instead of evidence.

03

ALIGNING TO THE MODERN LEARNER

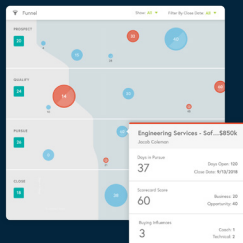
In a two-day Strategy Session, sellers are brought together to learn, collaborate, and experience the process of Strategic Selling with Perspective. Led by sales experts, your teams will leave with a full understanding of the Strategic Analysis, how to provide insight and value in the sales process, and how best to engage with buyers in order to win fast and lose faster. The development of advanced sales acumen gives sales teams a common language, stronger strategies, and provides for better coaching opportunities.

04

INNOVATIVE SALES TECHNOLOGY

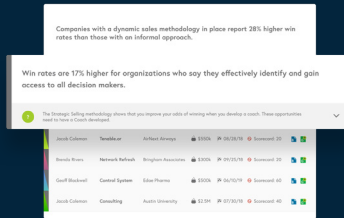
Scout by Miller Heiman Group is a sales analytics platform that combines the company's trusted sales methodology with innovative sales technology to drive seller actions, change deal outcomes and replicate winning strategies. Offered to Strategic Selling with Perspective customers, Scout takes the iconic Blue Sheet and puts it in the cloud, improving methodology adoption and helping sellers put their training into action.

Scout leverages data and predictive analytics to:



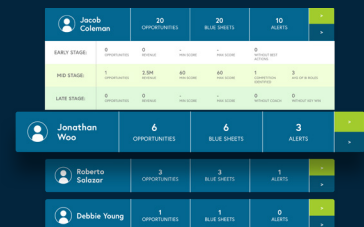
Drive Seller Actions

Recommend the seller actions that will most improve the odds of winning a deal



Change Deal Outcomes

Give sales managers visibility into opportunities so they can effectively coach sellers



Replicate Winning

Show sales leaders why they win and lose, and measure the ROI of methodology