Miller Heiman Group™

Conceptual Selling®

with Perspective

Don’t leave customer interactions to chance.

Your sales team’s ability to gain a competitive edge in the marketplace hinges on sellers’ interactions with customers. Conceptual Selling® with Perspective helps sellers prepare for meetings with buyers' needs in mind, positioning themselves as a valued resource.

World-class sales organizations understand that sales performance relies on both an optimal sales process and adequately planning for customer interactions. Conceptual Selling® with Perspective focuses on customer-centric conversations, building on the strategic analysis covered in Strategic Selling® with Perspective. As a result, sellers learn how to carefully assess buyer needs, avoiding misalignment between what customers want and what sellers are presenting. This sales training program provides a simple, repeatable structure essential for anyone who interacts with customers.

BENEFITS OF CONCEPTUAL SELLING WITH PERSPECTIVE

01
Develop Better Engagements
Understand the customer's perspective and overcome objectives with a structured approach.

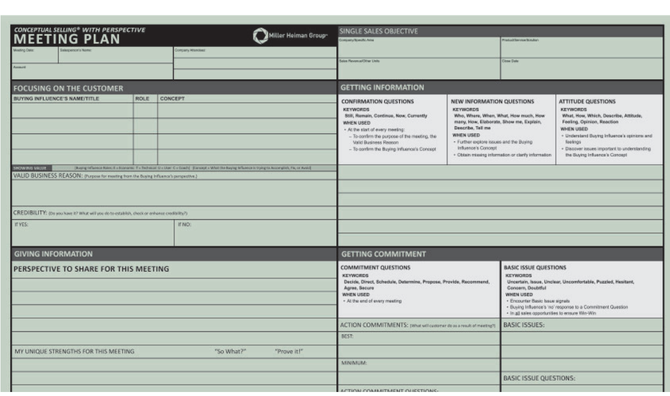
02
Master Meeting Techniques
Clearly differentiate your solution by asking the right questions and effectively allocating resources to advance opportunities faster.

03
Gain Stronger Commitments
Move deals forward by securing action commitments and aligning buyer needs within your objectives.

04
Backed by Technology
Scout by Miller Heiman Group equips you with the tools to win more, enables better preparation and increases client engagement.

CONCEPTUAL SELLING WITH PERSPECTIVE STRATEGIES

Creating a strategic plan for each client meeting is what separates world-class sellers from the pack. The Conceptual Selling with Perspective Green Sheet allows sellers to strategize meetings more effectively and gain client commitments that move deals, faster.


CONCEPTUAL SELLING® WITH PERSPECTIVE
MEETING PLAN
Miller Heiman Group

SINGLE SALES OBJECTIVE

FOCUSING ON THE CUSTOMER
BUYING INFLUENCE'S NAME/TITLE | ROLE | CONCEPT

VALID BUSINESS REASON: (Purpose for meeting from the Buying Influence's perspective.)

CREDIBILITY: (Do you have it? What will you do to establish, check or enhance credibility?)

IF YES: | IF NO:

GETTING INFORMATION

CONFIRMATION QUESTIONS
KEYWORDS
Still, Remain, Continue, Now, Currently
WHEN USED
- At the start of every meeting:
  - To confirm the purpose of the meeting, the Valid Business Reason
  - To confirm the Buying Influence's Concept

NEW INFORMATION QUESTIONS
KEYWORDS
Who, Where, When, What, How much, How many, How, Elaborate, Show me, Explain, Describe, Tell me
WHEN USED
- Further explore issues and the Buying Influence's Concept
- Obtain missing information or clarify information

ATTITUDE QUESTIONS
KEYWORDS
What, How, Which, Describe, Attitude, Feeling, Opinion, Reaction
WHEN USED
- Understand Buying Influence's opinions and feelings
- Discover issues important to understanding the Buying Influence's Concept

GIVING INFORMATION
PERSPECTIVE TO SHARE FOR THIS MEETING

MY UNIQUE STRENGTHS FOR THIS MEETING "So What?" "Prove it!"

GETTING COMMITMENT

COMMITMENT QUESTIONS
KEYWORDS
Decide, Direct, Schedule, Determine, Propose, Provide, Recommend, Agree, Secure
WHEN USED
- At the end of every meeting

BASIC ISSUE QUESTIONS
KEYWORDS
Uncertain, Issue, Unclear, Uncomfortable, Puzzled, Hesitant, Concern, Doubtful
WHEN USED
- Encounter Basic Issue signals
- Buying Influence's 'no' response to a Commitment Question
- In all sales opportunities to ensure Win-Win

ACTION COMMITMENTS: (What will customer do as a result of meeting?)
BEST:
MINIMUM:

BASIC ISSUES:

BASIC ISSUE QUESTIONS: