



Miller Heiman Group™

Strategic Selling®

with Perspective

Leenna Jayachaandran

COMPLEX SALES METHODOLOGY



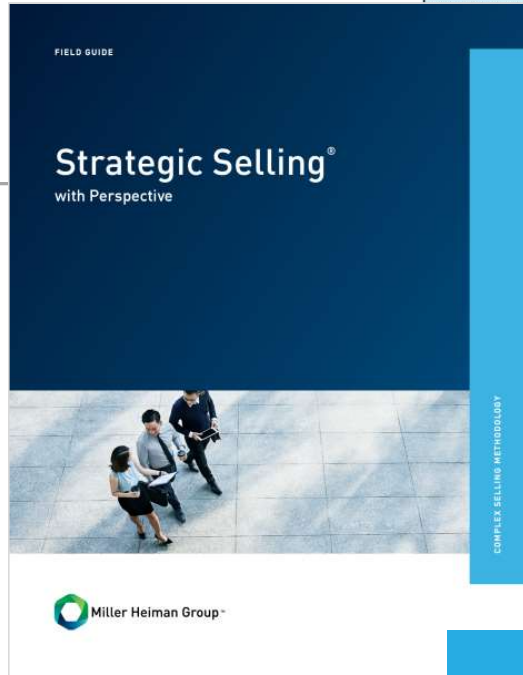
INTRODUCTION

Your Tools

P#

CASE STUDY

Strategic Selling® with Perspective



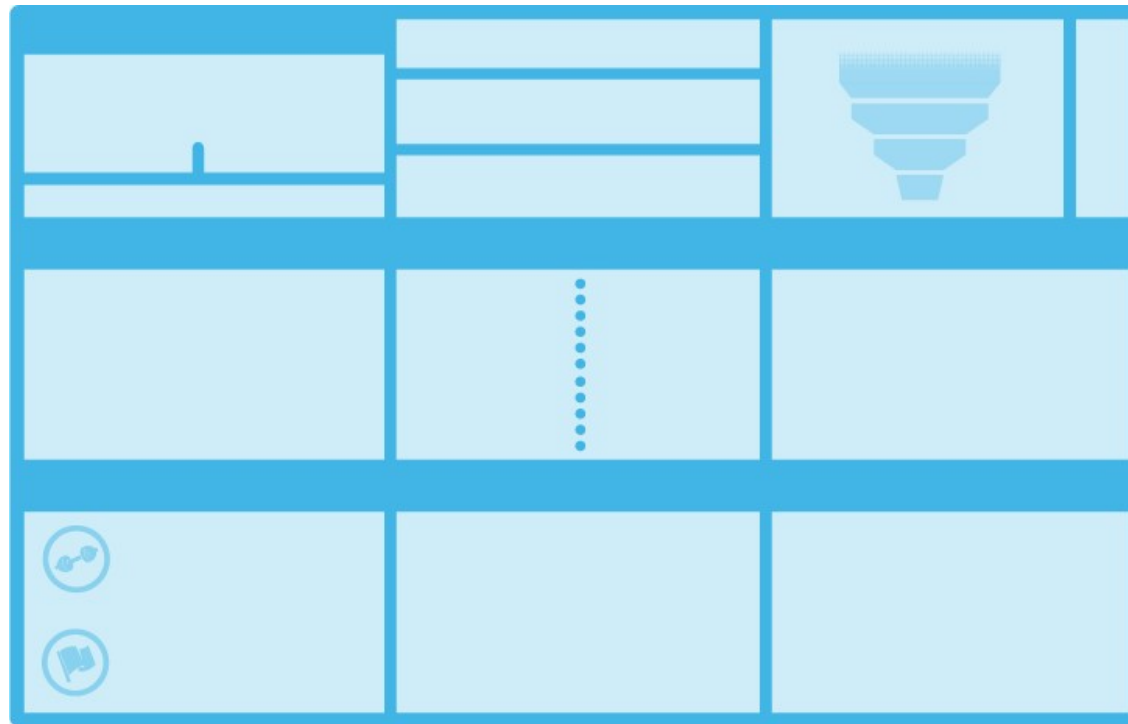
P#

STRATEGIC SELLING® WITH PERSPECTIVE STRATEGIC ANALYSIS				CUSTOMER'S STATED OBJECTIVE		OPPORTUNITY SCORECARD	
SINGLE SALES OBJECTIVE Date: _____ Salesperson's Name: _____ Account: _____ Company/Specific Area: _____ Product/Service/Initiative: _____ Sales Period/Other Units: _____ Close Date: _____				EVALUATION OF OBJECTIVE Effects, Implications, and Benefits		CRITERIA Sufficient budget exists. 20 We have the access we need. 20 We have a clear understanding of the customer's buying process. 20 We have a strong relationship with a supportive Economic Buying Influence. 20 We have at least one Coach. 20 SCORE	
EUPHORIA-PANIC I. COMFORT OR CONCERN DISCOMFORT WORRY FEAR PANIC _____				COMPETITION		Place in Sales Funnel: Prospect Quality Pursue Close My Position vs. Competition: Only alternative Front-runner Shared Zero	
PERSONS INVOLVED Location: _____ Role: _____ Degree of Influence: _____ Mode: _____ (E T U C) (H M L) (G T E K O C)				WIN-RESULTS Personal Win(s) Business Result(s)		Competitive Preference Rating +5/-5 Evidence to Support Rating	
SUMMARY OF MY POSITION TODAY Strengths and Red Flags critical to success.				POSSIBLE ACTIONS A good sales strategy leverages Strengths and reduces or eliminates Red Flags.		BEST ACTION PLAN Activity Owner Date	

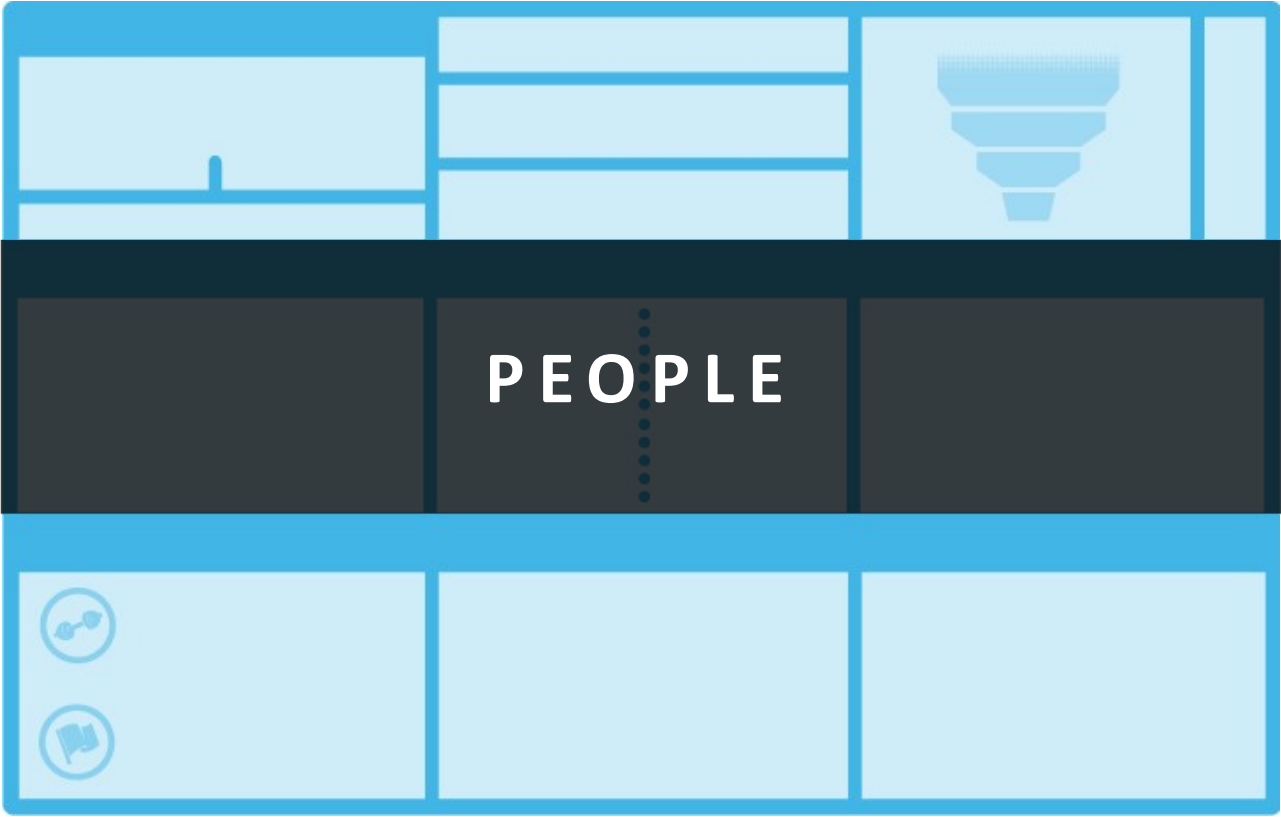
Strategic Selling® with Perspective			Miller Heiman Group®	
STRENGTHS <ul style="list-style-type: none"> Areas of differentiation Opportunities used to improve position Must be relevant to the current sales objective Lesson price sensitivity 		BUYING INFLUENCES <ul style="list-style-type: none"> ECONOMIC - E Gives final approval to buy; focuses on the bottom line and impact on the organization TECHNICAL - T Screens out; focuses on the match to specifications in their areas of expertise USER - U Makes judgments about the impact on job performance; focuses on the job to be done COACH - C Acts as a guide for this sale; focuses on your success with this proposal 		Ratings A numeric indication of how a Buying Influence feels about the seller's proposed solution
RED FLAGS <ul style="list-style-type: none"> Critical information that is missing or unclear New or unexpected Buying Influences Reorganization Uncertainty about any information 		MUST MEET ALL THREE COACH CRITERIA <ol style="list-style-type: none"> You have credibility with this person. This person has credibility with Buying Influences for this Single Sales Objective. This person wants your solution above all others and will advocate on your behalf. 		
WIN-RESULTS <ul style="list-style-type: none"> Wins are personal and describe how the Buying Influence's self-interest is served. Results are product/client-related; they describe your product's impact on the Buying Influence's business processes. 		DEGREE OF INFLUENCE A gauge showing levels of influence from Low to High.		
COMPETITIVE PREFERENCES <ul style="list-style-type: none"> Buy from us Buy elsewhere Reuse funds Internal Do nothing 		MODES The Buying Influence's perception of a need for change. <ul style="list-style-type: none"> G: Growth T: Trouble EK: Even Keel DC: Over-confident 		
		Ratings <ul style="list-style-type: none"> +5: Proactively takes actions on behalf of my Single Sales Objective without being asked +4: Strongly supportive of my Single Sales Objective, whether I am present or not +3: Supportive of my Single Sales Objective, and will take action if asked +2: Interested in my Single Sales Objective, but not taking any steps to help me +1: No preference, and will follow other Buying Influences' direction for my Single Sales Objective -1: Low interest, but won't resist other Buying Influences' direction for my Single Sales Objective -2: No interest in my Single Sales Objective, and will resist it -3: Negative toward my Single Sales Objective, and will take action for the competition if they wish -4: Very negative toward my Single Sales Objective, whether I am present or not -5: Proactively takes action against my Single Sales Objective, and takes action for my competitor 		

INTRODUCTION

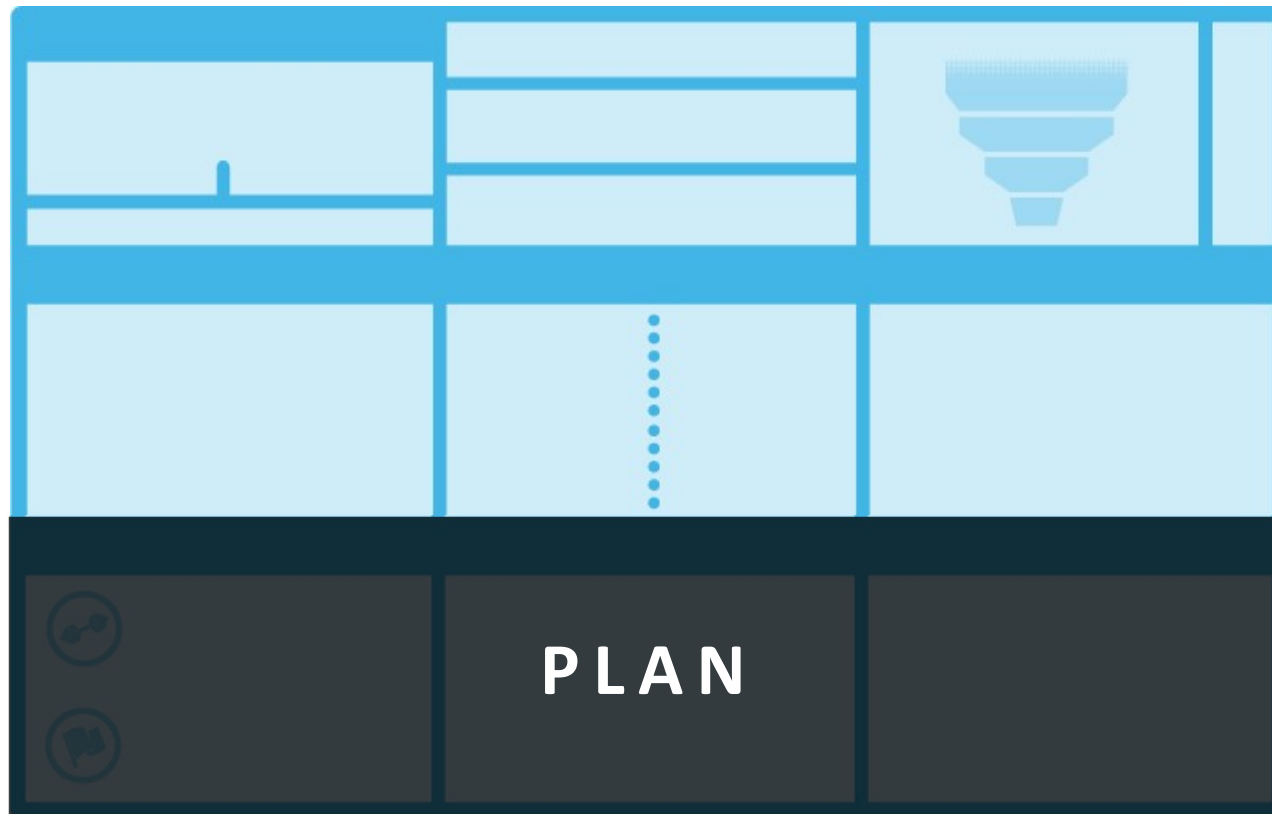
Strategic Analysis

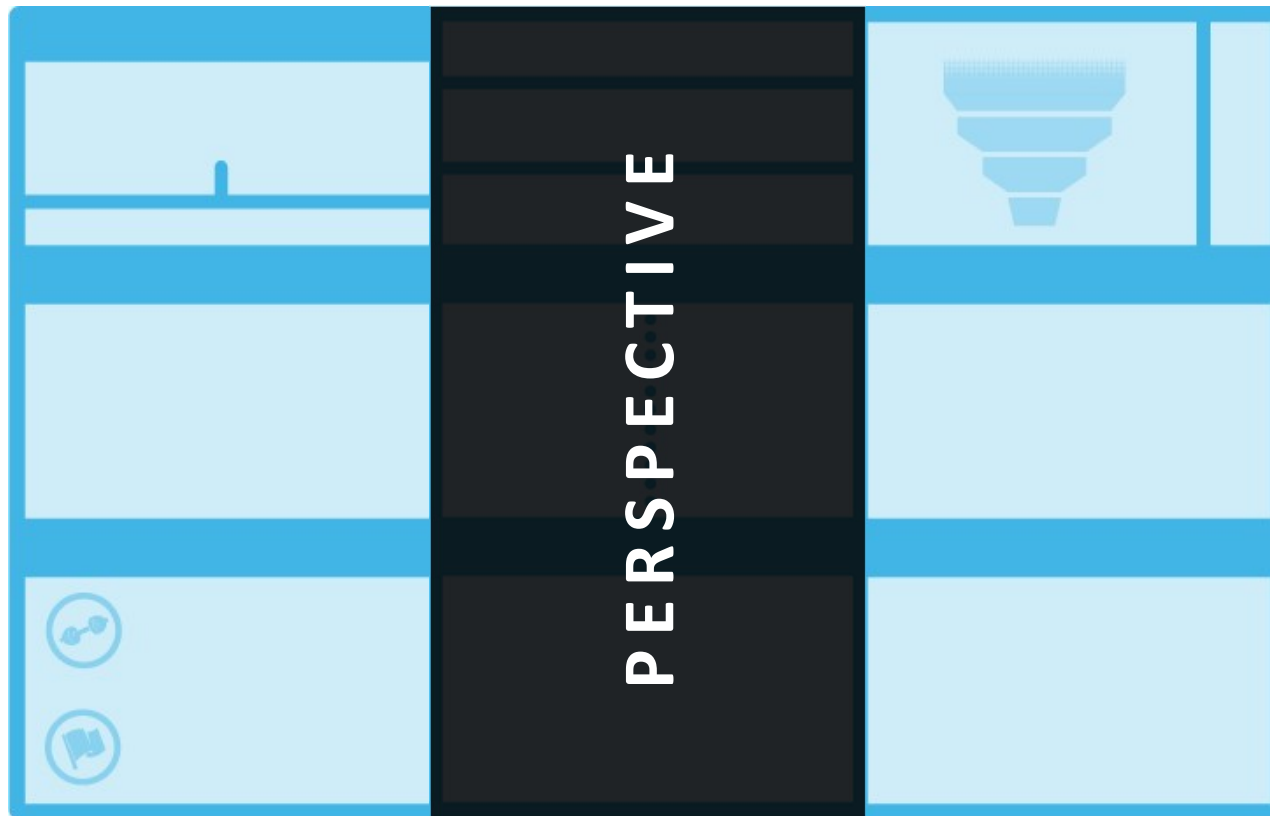






INTRODUCTION | STRATEGIC ANALYSIS





KEY ELEMENTS REVIEW

Blue Sheet – Strategic Analysis Tool

STRATEGIC SELLING® WITH PERSPECTIVE STRATEGIC ANALYSIS Miller Heiman Group				CUSTOMER'S STATED OBJECTIVE		OPPORTUNITY SCORECARD		
What are you proposing to sell? Date: _____ Salesperson's Name: _____ Amount: _____ Company/Client: _____ Date Reevaluation: _____				What does the customer want to accomplish? EVALUATION OF OBJECTIVE (Effects, Implications, and Benefits)		Should I pursue this opportunity? CRITERIA Sufficient budget exists. 20 Y/N/U We have the access we need. 20 We have a clear understanding of the customer's buying process. 20 We have a strong relationship with a salesperson (economic buying experience). 20 We have at least one Coach. 20 SCORE: _____		
What is our current position relative to our competition? Customer Timing for Priorities: Urgent Active Work It In Later EUPHORIA-PANIC ← EUPHORIA GREAT SECURE COMFORT OK CONCERN DISCOMFORT WORRY FEAR PANIC →				What is our current position relative to our competition? COMPETITION Place in Sales Funnel: Prospect Qualify Pursue Close Score: _____				
Who are the Buying Influences? What are their Roles, Degrees of Influence, and Modes? BUYING INFLUENCES INVOLVED Name, Title, Location Role: E T U C Degree of Influence: H M L Mode: G T E K OC		What does each Buying Influence get out of what I'm proposing? WIN-RESULTS Personal Win(s) Business Result(s)		How does each Buying Influence rate my solution? What's the evidence? Competitive Preference Rating: +5/-5 Evidence to Support Rating				
What are those factors that strengthen my position, and what are those things I need to fix or neutralize? SUMMARY OF MY POSITION TODAY List only the Strengths and Red Flags critical to success.		What are some possible actions we could take to strengthen our position? POSSIBLE ACTIONS A good sales strategy leverages Strengths and reduces or eliminates Red Flags.		What information do we need, what are the best actions to take, and how will I provide perspective, and to whom? BEST ACTION PLAN Activity: _____ Owner: _____ Date: _____				
STRENGTHS: What are those factors that strengthen my position,								
RED FLAGS: and what are those things I need to fix or neutralize?				PROVIDE PERSPECTIVE: _____ TO WHOM: _____				