

# Conceptual Selling®

## Customer-Focused Interactions

### 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.

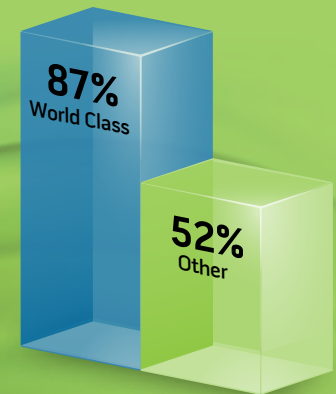
*Conceptual Selling® Customer-Focused Interactions* supports organizations in their efforts to:

- 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 Organizations are more than twice as likely to take this important step with their customers. This is just one of the best practices that have helped top-performing organizations drive 20 percent better growth in year-over-year account acquisition when compared to other organizations.

**In a large deal, we always gain access to key decision makers.**



"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® Family 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®** - A practical and advanced application of the concepts from *Conceptual Selling®* that enables salespeople to hone their expertise

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

### Related Offerings

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

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

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

### About Miller Heiman

Miller Heiman helps companies and individuals that compete for high-value, business-to-business sales develop strategies, processes and skills to consistently win business – especially when the sales process is complex and the marketplace demanding. We are the world's largest sales performance consulting and training firm and the preeminent thought leaders in the space. Quite simply, nobody knows sales performance better than we do. With corporate headquarters in the United States, United Kingdom, and Australia, Miller Heiman offers programs worldwide in 20 languages.