Selling with Strategic Intent®

Most salespeople talk to prospects and customers on a daily basis which is core to their role. Most have the foundational skill set necessary to succeed on the job; however, the best salespeople are always working on sharpening their skills and continually challenge their thinking. Ultimately, every salesperson wants to figure out how to apply what they know in a more impactful and strategically relevant way. Without proper strategic direction, salespeople can become complacent and lose their edge.

Today's complex selling environment requires salespeople to use their foundational skills over a broad spectrum of activities, such as identifying and altering the competitive landscape, understanding who are the key influencers in their account, executing a strategy to leverage advocates and turn adversaries, and deeply understanding the customers buying process.

Today, the challenge for every salesperson is less about what skills to use, and more about how to use the skills they have already. Our solution, Selling with Strategic Intent® helps the salesperson to move a client through a pre-defined sales process. By first knowing what needs to be accomplished, the salespeople will then learn how to apply foundational selling skills to achieve their goals.

Key Benefits

- Determine how to assess an opportunity, what stage it is in the sales process, and which critical milestones need to be accomplished to move the opportunity forward

- Learn how to use the sales process to determine Strategic Intent for a singular sales meeting

- How to plan for and execute a meeting with a customer-focused purpose to ensure the customer understands what's in it for them
  - » Get beyond a surface-level understanding of the situation to a common, in-depth understanding and ideas about how to move forward
  - » Align ideas in a way that helps the customer understand how your suggestions will help
  - » Overcome resistance/objections from customers
  - » Gain actionable commitments from customers