



Winning Major Sales

The way in which products and services are sold has changed considerably over the last two decades. Technical features and product benefits are only relevant to the extent that they relate to the decision criteria of buyers who are now much more sophisticated.

Today, sales people must be able to develop a sound value proposition that demonstrates the contribution that their product makes to their customer's business. They must be able to address the competitive and political forces that influence the customer's decisions about alternative uses of capital and cash-flow.

Maximising Major Sales Opportunity and Tender Success

A good product is not, on its own, sufficient to make the sale. Success in winning major sales comes from the sales person creating a strong linkage between the customer's business goals and the way in which their organisation, products and services contribute value.

They need a method for defining a 'value proposition' that creates a distinct differentiator and that provides tangible value to the customer.

Major sales campaigns must be based around carefully determined strategies. These are essential for advancing the long term sale and to accurately reflect your competitive position. Choosing the best strategy provides a sound means of gaining the best competitive advantage.

Our "Winning Major Sales Workshop" and its leading edge sales process will help you to:

- ◆ Increase closure rates of sales opportunities and tenders.
- ◆ Increase your control over the sales process.
- ◆ Improve ability for managers to monitor and influence selling activity.
- ◆ Better qualify each sales opportunity and better decision making about the appropriateness of committing valuable and scarce sales resources.
- ◆ Reduce selling time and costs of sale.
- ◆ Improve communication between sales people and other members of the sales team.
- ◆ Increase your people's ability to define the customers formal and informal decision processes.
- ◆ Develop more relevant and powerful selling strategies throughout the total sales campaign.



Major Sales Opportunities

Major sales opportunities begin when a distinct opportunity is identified. Sales people need to understand the customer's situation and anticipate the resources required for winning the sale.

Major sales generally takes place over many months. It is essential that they be managed carefully. Large demands on time and support resources require a defined process for managing every step towards the close.

- ◆ Careful qualification will shorten the sales cycle and reduce wasted time.
- ◆ A methodical approach for linking products to their generation of value for the customer is important in creating a differentiator.
- ◆ Well thought out sales strategies will increase success.
- ◆ Knowing how to identify the total network of individuals involved in the decision enables a linkage to be established with those who have real influence.
- ◆ Diagnosing real decision criteria results in success in gaining commitment.

Winning Major Sales Program

Sales Productivity's program "Winning Major Sales" introduces disciplines and rigours into your sales planning process. More than just a training workshop, our consulting integrates proven and practical processes into your business.

We provide:

- ◆ A replicable sales opportunity planning template.
- ◆ A workshop that develops methods for:
 - Building prospect intelligence through business profiling.
 - Planning a strategy that reflects relationship and product position.
 - Developing a strong value proposition that links to the prospect's key goals.
 - Building a relationship plan that positions alliances with those who hold real power and influence.
- ◆ Follow up support to ensure the development of on-going high quality sales plans.



**SALES
PRODUCTIVITY**

Strategic Selling Process

For more information on how Sales Productivity can help you to increase your effectiveness in winning major bids and tenders, please call or fax this information to us.

Please send me more information on the 'Winning Major Sales' program.

I would like to talk to a consultant.

Name: _____

Position: _____

Company: _____

Address: _____

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