

SOLUTION SELLING[®] ADVANCED

"Winning procurements in tough competition has always been our challenge. Now we do a competition analysis and try to get the customer to change their image of their needs so that we get a competitive advantage. We opt out of the deals we cannot win. In addition, we have become better at building a ROI calculation and landing a win-win contract. I think the e-training gave me the tools I needed. It is also good to get feedback on my sales cases."



TARGET GROUP

Solution sellers, sales managers and anyone who wants to develop their Solution Selling[®]: winning more deals in competition, building ROI and value propositions and creating win-win negotiations.

GOAL

Solution Selling[®] Advanced gives you an understanding of how professional negotiators and buyers use procurement to create competition and lower prices. You will be

able to run competition analyzes, find your competitive advantage and build your competition strategy on one of five sales strategies. You will learn how to get the customer to change their decision criteria to your advantage and how to build a ROI calculation that will lead to a profitable deal for both parties. Finally you will get the tools to do a win-win negotiation and plan your sales year.

10 SKILLS YOU WILL GET TO LEARN

- ✓ Winning in competition (how professional buyers expose quotations to competition)
- ✓ How to plan your sales process to beat the competition
- ✓ How to do a competition analysis and choose a sales strategy
- ✓ How to get the customer to change their purchasing criteria to your advantage and adapt your solutions
- ✓ How to do win-win negotiations (seven negotiation strategies)
- ✓ How to choose which procurements to respond to
- ✓ How to calculate the value of the deal for the customer (ROI, total cost of ownership, lifecycle cost, payback)
- ✓ How to make a sales pitch for the top management
- ✓ How to make your sales planning and sales forecast
- ✓ Developing your personal sales style

Jens Edgren, CEO of Sales Makeover



CONTENTS

- Winning in competition (how buyers make you lower your prices)
- Winning when you are supplier A
- Winning when you are supplier B
- The sales process when you have competition
- Competition analysis
- Five sales strategies and how to use them to win deals
- Making a vision change (directing the customer's needs to fit your solutions)
- Qualification of procurements (checklist)
- Positioning your company in relation to the competitors
- Making a sales pitch to the top management
- Business economics, 3 tools:
 - ROI, total cost of ownership, lifecycle cost, payback
 - Value propositions
 - Matching the customer's investment criteria
- Defining success criteria to set the customer's expectations

- Win-win negotiation (seven negotiation strategies)
- The give and take list for win-win agreements
- Sales planning (taking control of your sales)
- Sales forecasts: how to make them more certain
- Pipeline management (finding your perfect pipeline)
- Scheduling with blocked times (getting more done in less time)
- Developing your personal sales style
- Six practical assignments on real sales cases (quizzes and diploma)
- Bonus material: The book Co-creative Selling by Jens Edgren

The e-training will, including all the tasks, take 6-8 hours.

When you have completed all the tasks and quizzes, you will receive an elegant diploma, a course certificate and a Solution Selling® internationell licens.

SALES TOOLS

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|--------------------------------------|--|---|
| ✓ Competition analysis | ✓ ROI, TCO, LCC and payback analysis | ✓ Blocked times planning tools |
| ✓ Vision change and positioning | ✓ Success criteria | ✓ Sales forecast template |
| ✓ Sales pitch for the top management | ✓ Give and take list for win-win negotiation | ✓ The book Co-creative Selling by Jens Edgren |
| | ✓ Pipeline management template | |

GET THE MOST OF OUR E-TRAININGS

To get the most out of this e-training, we suggest that you supplement it with a selection of our other e-trainings and do them in the following order. Here are some of our recommendations for different professional roles:

FOR SELLERS

New as a seller ▶ Solution Selling Basic ▶ **Solution Selling Advanced**
▶ Social Selling ▶ The art of booking customer meetings
▶ The art of negotiating ▶ Virtual sales meetings
▶ Virtual sales presentations

FOR SALES MANAGERS

B2B Sales Management ▶ Social Selling ▶ The art of booking customer meetings ▶ The art of negotiation
▶ Virtual sales meetings ▶ Virtual sales presentations

FOR KEY ACCOUNT MANAGERS

KAM: Strategic sales ▶ KAM: Leading customer teams
▶ Social Selling ▶ The art of booking customer meetings
▶ The art of negotiating ▶ Virtual sales meetings
▶ Virtual sales presentations

FOR CONSULTANTS

Solution Selling for consultants ▶ Social Selling
▶ Virtual sales meetings ▶ Virtual sales presentations



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ABOUT THE E-TRAINING

Salesmakeover's e-training provides knowledge that is quickly translated into new selling skills.

Reflection, Action, Knowledge (RAK)

Each segment of the e-training contains several short videos, texts and tasks as well as a reflection. The reflection is shared with everyone who has attended the e-training or within your training group (company-adapted e-training). You will receive feedback on the tasks and reflections from Salesmakeover's certified instructors. The training ends with a quiz and practical tasks where you can apply the knowledge in your sales work.

SALES MAKEOVER

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