

# SOLUTION SELLING<sup>®</sup> FUNDAMENTALS

*"Now I understand what the customer's buying process looks like. Now I know when the offer will come and how to bring along all the decision makers from the beginning. The sales compass tool helped me qualify the deal. My hit rate has increased by 25 %, I choose the right deals and follow up the sales meeting with a sponsor letter, build value and get to the decision makers faster through my power sponsor."*

## TARGET GROUP

Solutions sellers, sales managers and anyone who wants to gain a deeper understanding of how to sell solutions.

## GOAL

Imagine being able to plan, implement and win a complex solution deal in fierce competition. To become a Solution Selling<sup>®</sup> champion!

In Solution Selling<sup>®</sup> Fundamentals, you get, partly, an understanding of how professional customers buy



solutions, evaluate options and negotiate an agreement, partly tools and methods to qualify deals and drive them forward.

Deals are completed faster, and the hit rate is increased. You know how the customer buys and can plan your sales work and guide the customer.

## 10 SKILLS YOU WILL GET TO LEARN

- ✓ How customers buy solutions in a digital world
- ✓ How to set up the sales process, step by step
- ✓ The six basic principles of Solution Selling<sup>®</sup>
- ✓ How to choose the right deals with the sales compass
- ✓ How to make a sales pitch
- ✓ How to create interest with a customer story
- ✓ How to ask the right needs questions
- ✓ How to summarize customer meetings
- ✓ How to push to get a deal
- ✓ How to avoid the most common mistakes in sales

*Jens Edgren, CEO of Sales Makeover*



## CONTENTS

- **The sales process five steps to sell solutions in competition**
- **The six building blocks of Solution Selling**
  - Pain, power, solution, value, selling process, competition
- **Qualification of deals with the six parts of the sales compass**
- **How to avoid getting caught in the quote trap**
- **How to avoid bringing up the solution and the products or service too soon**
- **How and what to prepare before a customer meeting**
- **Building a challenging sales pitch with a customer story**
- **Needs issues that will get the customer engaged**
  - Follow-up questions to dive deeply into the customer's pain and the value of solving it
  - Follow-up questions to understand how problems and solutions affect the entire organization and the value of solving them

- Follow-up questions to develop the customer's ideas about the solution and value
- **Follow-up with sponsorship letter and getting feedback from the customer**
- **Using drafts to a solution instead of quotes and getting closure faster**
- **Getting to a power sponsor (three methods)**
- **Six practical tasks, quiz and diploma**
- **Templates**
- **Bonus material: Solution sales, success or failure? 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® international certification.

## SALES TOOLS

- ✓ The sales compass
- ✓ Sponsor letter

- ✓ Sales pitch
- ✓ Value proposition

- ✓ Success story
- ✓ Power questions

## 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 Fundamentals** ▶ 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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