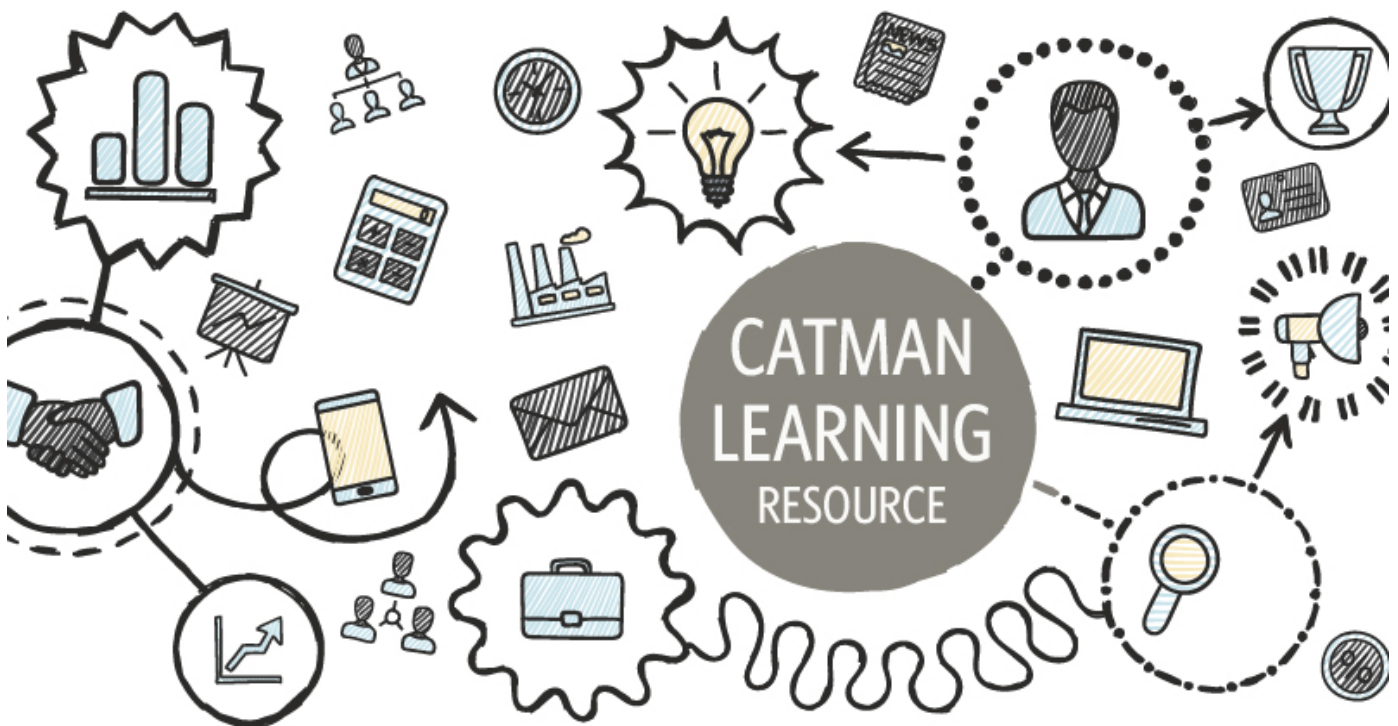


# Strategic Selling Examples

*How To Create Sales Opportunities That Align to Your Buyer's Needs*



# Communication skills are the most important thing to develop to become a more strategic Seller.

It is important to review what selling can refer to. It's not just about the traditional sales role, with the account manager or director going to call on the category manager or business unit lead at the retailer. It can also be the category analyst or vendor advisor making a call to the category manager, or someone else in the retail organization responsible for different components of the category review process.

Selling also takes place internally within retailers and suppliers, across departments and teams, like the retail category manager selling an idea to their business unit lead or manager. Or a supplier's category analyst or category management director selling in an idea or concept to a marketing director or sales director within their organization.

One of the requirements to become a more strategic Seller is empathizing with your Buyer, and considering things from their perspective. If your Buyer is a retailer, consider their overall strategies, respect their rules and principles, and try to align your idea to their overall strategy.



The diagram breaks out the considerations when developing the ideas behind your sales presentation, including:

The idea needs to consider your Buyer's motives and how their business works.

The idea needs to offer practical help in the areas that are important to the Buyer or they will not be interested.

The Buyer must see the benefit to them and their organization. It is natural for the Buyer to ask "What's in it for me personally... or for my business?"

The Buyer must understand your suggestion. You must be sure that the idea is not lost in translation. In other words, does the Buyer really understand what you are recommending?

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