

Other-Centered® Selling

RESULTS-BASED
SELLING FOR
INSIDE SALES REPS



Customer Service or Inside Sales?

It is far too common and it drives sales managers crazy. Inside Sales Reps taking orders and answering questions as if they were a customer service rep—but they're not. They were hired to grow accounts and not baby sit them. To move to the next level and learn to sell a holistic solution to the people who are determining the strategy, requires a change in philosophy, a change in skills, a change in methodology, and a change in management.

Learning to See With Your Eyes Closed

Other-Centered® Selling for Inside Sales is a two-day, instructor led program designed to equip Inside Sales Reps with a new approach to account management. ASLAN understands the unique challenges of selling over the phone – we've focused on changing the way inside sales organizations sell since 1996. The phone is different and managing and growing customers over the phone requires a unique set of skills.

“The phone is different and managing and growing accounts over the phone requires a unique set of skills.”

Can They Really Change From Making Outbound, Inbound Calls?

Yes, your account managers can change. They can move from checking in and touching base. They can dramatically shift their role from tending the fields to plowing new ground. But they need to learn five key competencies to move to the *next level*. They'll need to change:

1. From working with a “buyer” or end-user to gaining access to the people who really determine what happens.

Assess Your Team:

- » Do your reps understand the difference between rank and influence? Can they identify the informal decision-making team?
- » Can they build a Relational Map of the organization and gain sponsorship to the key Decision-Makers and influencers?

2. From a relationship manager to a “trusted partner”.

Assess Your Team:

- » Do your reps talk about products and services or how they can add value to the Decision-Maker's key initiatives and objectives?

- » Do they know how to create the same level of trust over the phone as is easily developed in a face-to-face meeting?
- » Do they have the relational equity to effectively challenge existing wisdom and propose alternative solutions?

3. From product discovery to discovering the total opportunity.

Assess Your Team:

- » Do your reps fluidly operate within the three-levels of Discovery – product, project and account – to determine a holistic solution?
- » Can they adjust from leading a discovery discussion with an end-user/buyer to meeting with a Director and/or executive level Decision-Maker?
- » Have they developed the unique skills required to keep Decision-Maker's engaged in the discovery process over the phone?

4. From delivering features and benefits to selling a solution and changing beliefs.

Assess Your Team:

- » Do your reps link a unique, holistic solution to what's on the Decision-Maker's whiteboard?
- » Do they understand how to adjust their approach to building value when limited to selling over the phone? Do they possess the skills to ensure the customer not only understands the benefits of the recommended solution, but emotionally embraces the need to change?

5. From waiting to hear about next steps to proactively advancing the opportunity.

Assess Your Team:

- » Can they effectively advance the relationship without depending on an onsite visit?

- » In every stage of the sales process, do they identify the key event needed to advance the relationship?
- » Does the account development process differentiate your solution and ensure the Decision-Maker experiences the benefit?
- » Do they clearly communicate why it's in the Decision-Makers best interest to advance to the next step?

Changing Behavior Instead of Just Delivering a Workshop

Instead of overwhelming your team with information, we teach them how to sell one solution at a time. They'll get reference tools that illustrate the total solution, outline what questions to ask, and map out a way to develop the account over time.

To make sure these new skills become a way of life, we also provide a **four-week Rep Certification Program** using our Application Workbook, plus a **Manager Certification program** that equips your managers to drive change and measure success.

Unique Is Standard

Your organization is unique. The responsibilities of your different reps are unique. So we make your program unique. Not only do we offer programs to fit different types of sales roles (such as selling in a complex vs. non-complex account), but we will also identify your specific sales challenges and develop custom simulations around your solutions.

