

Other-Centered® Selling

RESULTS-BASED SELLING
FOR BUSINESS
DEVELOPMENT REPS

You Got to the Decision
Maker. Now Get the Right
Decision.

If you've hired the right reps, they have the competitive drive to fight to get in the door. But do they really know what to do once they get there? The aggressive "hunter" skills that serve them well when facing the challenges of getting in the door of a cold prospect are sometimes counterproductive when selling a solution. To succeed at that point, they must transition from the tenacious competitor, fighting to get the meeting, to a trusted partner with the customer – striving to really understand and solve their problems. It's not a natural shift for most reps, but if that balance is achieved, life gets easy.

“They will learn to operate as a Trusted Partner vs. a hunter who kills things.”

You Can't Sell What You Don't See

In the two-day Other-Centered® Selling program, reps learn how to transition from a business development rep to operating as a trusted partner, identifying new problems to solve and solutions to sell. They'll learn to let the customer's needs determine a unique solution, instead of continuing to simply depend on the products or services they are familiar with. In short, they will learn to see the big picture – they'll develop a new vantage point. And with this new lens in place, reps will no longer be limited to competing for only those opportunities where the customer was already looking for their solution. They will learn to influence and shape the strategy leading to a higher conversion rate and multi-product sales. And most importantly, the customer's real problems will get solved.

How's Your Team Doing? Here's What to Look for.

When selling a solution, four core competencies make all the difference between success and failure. To move to the next level, reps learn to:

1. Operate as a “trusted partner” vs. a hunter who kills things.

Assess Your Team:

- » Do your reps talk about their products and services or how they can add value to the customer's key objectives?
- » Do they have the relational equity to effectively challenge existing wisdom and propose alternative solutions?

2. Discover the total opportunity vs. focusing on those questions that lead “to the kill” or trap the customer.

Assess Your Team:

- » Do your reps fluidly operate within the three levels of discovery to determine a holistic solution?
- 3. Sell a holistic solution and change beliefs vs. delivering a canned presentation filled with their favorite features and benefits.

Assess Your Team:

- » Do your reps link a unique, holistic solution to what's on the customer's “whiteboard” of life priorities?
- » 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?

4. Advance the opportunity by delivering tangible value to the customer vs. relying on pressure and tenacity to stay in front of them.

Assess Your Team:

- » In every stage of the sales process, do your reps identify the key event needed to advance the relationship?
- » Does the relationship development process differentiate your solution and ensure the customer experiences the benefit?
- » Do they keep the customer engaged in the process by clearly communicating the value of each step in the process?

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 customer relationship 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 (e.g., selling in a complex vs. non-complex account), but we will also identify your specific sales challenges and develop custom simulations around your solutions.

