



## CONCEPTUAL SELLING®

Every interaction with a customer is too important to leave to chance. *Conceptual Selling® Customer-Focused Interactions* helps salespeople better prepare for their time with customers. The result is purposeful meetings and win-win outcomes.

To maintain a highly-competitive sales force, every interaction with customers must be conducted to either move an opportunity forward or improve the relationship. This program enhances how salespeople execute in all of their interactions with customers, whether a scheduled multi-attendee meeting or an impromptu one-to-one.

Anytime a salesperson meets with a customer, there are two processes happening simultaneously. While salespeople have typically been trained to focus on the selling process, from the customer's perspective there is also a buying process that must be recognized and understood.

Solving the misalignment between these two processes is an outcome of *Conceptual Selling® Customer-Focused Interactions*.

There is no such thing as one-size-fits-all solutions or value propositions for customers. The only way to understand what will help you win is to ask the right questions and listen. This program provides the simple, repeatable structure that should be considered essential for anyone who interacts with customers.

### **Conceptual Selling® Customer-Focused Interactions supports organizations in their efforts to:**

- ▶ Execute against a plan to be a more customer-focused organization.
- ▶ Differentiate your sales team against competition.
- ▶ Professionalize your sales force.
- ▶ Engage cross-functional departments in your customer management strategy.
- ▶ Eliminate non-productive customer meetings.
- ▶ Ensure opportunities are advancing toward closed business with every interaction.
- ▶ Strengthen customer relationships.

### **Who Should Attend**

This program is right for any member of your team who regularly interacts with customers and prospects. This could include people working in a variety of disciplines, including sales, account management, business development, sales support, engineering, senior leadership and customer service.

## How Your Organization Will Benefit

Enable salespeople to:

- ▶ Plan for every customer interaction to ensure productive use of salesperson's and customer's time.
- ▶ Conclude every meeting with clear actions for both sides to ensure the opportunity continues to move forward.
- ▶ Ask questions that will uncover critical information.
- ▶ Add discipline to customer meetings, so they are client-focused and results oriented.
- ▶ Identify and align the selling process with where customers are in their buying process.

Enable sales managers and senior leaders to:

- ▶ Identify where to best allocate resources, including their time, for customer meetings.
- ▶ Ensure the sales process is moving forward with every customer interaction.
- ▶ Professionalize the sales team by enabling consistent best-practice behaviors.

## Delivery Options

- ▶ Tailored on-site live programs
- ▶ Train-the-Trainer (Client Associate)
- ▶ Blended e-learning and live program
- ▶ Group or self-study virtual programs
- ▶ Regularly-scheduled live public programs

## Integration with Leading CRM Systems

The meeting planning tool all attendees receive in *Conceptual Selling® Customer-Focused Interactions* is available for integrated or stand-alone use through our *Sales Access Manager<sup>SM</sup>* portfolio of sales tools.



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## About Miller Heiman Group

Be Ready Solutions from Miller Heiman Group empowers people across the entire organization to perform at peak potential by bringing game-changing insight to sales performance, customer experience and leadership. Backed by more than 150 years of experience and performance, Miller Heiman Group is built on well-known brands such as Miller Heiman, AchieveGlobal, Huthwaite, Impact Learning Systems and Channel Enablers. Our Be Ready Solutions offer more sales-based and customer service-based solutions than anyone in the industry. This allows you to build and sustain successful, customer-focused organizations that drive profitable revenue and top-line growth on a global scale. To learn more, visit our website. And follow us on LinkedIn, Twitter, Facebook, YouTube or Google+.