Do your salespeople have a clear “roadmap” for winning their sales? How effective are your salespeople at getting your prospects to understand, believe, and value your competitive advantages — so that price isn’t their key decision issue? Is your message being presented to all the appropriate people in your customer’s organization? Do your salespeople deal effectively with both the logical and personal issues involved in a sale? Do you have a shared language and process for defining, discussing, and managing selling strategies and account development plans? Do you have a formal continuous improvement program for your individual salespeople and overall selling organization?

Program Overview:

The Competitive Selling Strategy® (CSS) program increases the effectiveness of your salespeople in winning competitive sales. It teaches them:

- To understand the value of strategic thinking, and to see the “big picture” of the selling process;
- To develop a conscious selling strategy for each individual sale and overall account;
- To manage the implementation of their strategy against their plan.

The program functions like a road map in driving. Many other sales training programs provide “driving skills” for your salespeople — factual knowledge and behavioral skills. But, knowing how to drive is of little use unless they know where they are going, and specifically how they plan to get there. The Competitive Selling Strategy® program provides the understanding, process, and tools to navigate through the competitive selling environment.

The Competitive Selling Strategy® program teaches your salespeople to construct a specific “road map” to get them to their goal: the sale. It teaches them to anticipate and avoid the pitfalls of roadblocks, detours, and breakdowns along the way caused by the customer’s buying process and the competition. It teaches them to consciously check on their progress against their plan to avoid taking a wrong turn.

The Competitive Selling Strategy® program will help your salespeople — and your entire sales organization — identify, clarify, and organize all of the reasons a customer ought to buy from you, instead of from your competitors. It establishes an easily understood process for your salespeople to follow to determine the appropriate message to present to each of the key buying influences. And, the process and language will enable you to more clearly monitor and more effectively manage your sales campaigns.
Issues Addressed:

Your salespeople will learn to:

- Develop clear, organized selling strategies for each individual sale and overall account.
- Identify the Buying Influences who impact a sale, identify how they impact the buying decision, and understand the "logical" and "personal" motivations that impact each person’s buying decision.
- Clarify your advantages versus your competition, and learn how to get your customers to understand, believe, and value your advantages.
- Understand the importance of selling the value of your advantages in order to overcome issues of price, safety, and/or relationship. They will learn how to get the customer to accept your differentiating value.
- Identify all the people who should be included in the selling and buying process to help you win the sale.
- Clarify the most effective selling strategies for winning against your key competition.
- Manage the implementation of your selling campaigns proactively, not reactively.

Program Content:

The full Competitive Selling Strategy® program is composed of the four Modules described below. While these Modules integrate together into an overall whole, they have also been designed so that each Module can be presented sequentially, over time, if desired. This offers you the greatest flexibility to tailor the program delivery to meet your specific needs.

- **Buying Situation Analysis** establishes a systematic process for gathering and organizing key information regarding the customer, their needs, and their buying process.

- **Competitive Situation Analysis** establishes a systematic process for identifying how to win in your competitive environment. It introduces the Logic Chain® tool to clarify and organize effective competitive analysis.

- **Individual Sale Strategy** integrates the Buying Situation and Competitive Situation information to develop the strategy — or "road map" — for winning an individual sale. And, it develops a process for monitoring and managing on-going sales campaigns.

- **Account Development Strategy** provides a framework for expanding the strategic process from an individual sale to effectively developing an overall account with significant buying potential over time.
CSS will fit YOUR situation:

The CSS program has been designed to fit your situation — instead of making you fit into the structure of the training program.

- The CSS process is appropriate and valuable for all types of industrial selling: direct selling, and selling through distributors and VAR's. It works for experienced salespeople, as well as new salespeople.
- The content, exercises, worksheets, and training schedule are designed to be tailored to your specific needs.
- The CSS Worksheets are designed to be flexible in their use: they can meet your needs for reporting, sales reviews, and coaching without an unacceptable paperwork burden.
- The CSS program training session requires 2-3 days. The program can be divided into a sequence of modules given over time, if required.
- In-class exercises will focus on your own products, and your own selling situations. Small group teams will be formed to involve all the participants in the learning. This also assists in the transference of the learning from the class to on-the-job application.
- The recommended size of a training session is 8-15 participants. For maximum results, this session should include participants from Sales and Marketing (and Applications, and other sales support personnel, if applicable), plus key general and technical management personnel.
- Practical Strategy will work with you to plan and implement a Results Enhancement Program to insure you actually achieve rapid and effective on-the-job results.

On-The-Job Impacts:

- More competitive sales won — higher market share
- Higher sales margins
- More effective teamwork within a sales team, and between Sales and Marketing (and other Sales-related groups, such as Applications and Service).
- Greater acceptance and use of the tools by salespeople
- More effective coaching by sales management
- Improved forecasting
- More effective win/loss analysis
- More effective, and easier, new-hire sales product training, resulting in faster start-up of new hires
- Greater individual and organizational learning
- Ability to diagnose the key factors that are limiting current marketplace effectiveness
The mission of Practical Strategy is to assist corporations involved in business-to-business selling to systematically increase their effectiveness in their marketplace. Practical Strategy was established by Bill Hollister.

Bill was Manager of Sales Development of a Silicon Valley company in the '70s and '80's, responsible for all the product and skill training, individual development, process development, and recruiting for the Sales and Marketing organization.

He began his consulting work in 1985, and developed an integrated set of training programs and tools to improve the effectiveness of a selling organization (a “selling organization, as Bill sees it, consists of at least Sales, Marketing, Applications, and Service Management). In his over-25 years experience working with selling organizations involved complex selling he has fine-tuned his knowledge and skills in helping companies design, implement, and manage processes for Sales and Marketing that work practically and effectively.

The programs and services provided by Practical Strategy focus on helping you win against your competition. We offer structured programs to help win individual sales, develop potential business from key accounts, and dominate product/market segments. Our services assist companies to apply methodologies and tools for maximizing marketplace effectiveness so that they work effectively; so that they produce significant results for you now, and these results grow into the future; so that the entire “selling organization” — Sales, Marketing, Applications, and Product Development — works together as an effective team.

Our "real world" experience of over twenty-five years in sales development enables us to provide practical and powerful services, programs, and tools that will produce results for you.

Additional programs available from Practical Strategy which build upon the foundation of the Competitive Selling Strategy® program are:

- Wining Against Competition
- PROVE IT! The Power of Proof-Based Selling
- Developing New Products That WIN
- Steps To The Sale®
- Product Training That WORKS!

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