

# Conducting Strategic Business Calls: Discovering Critical Success Factors

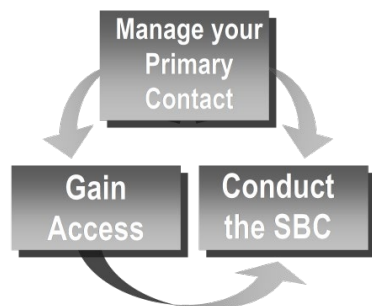


Selling in today's environment is more difficult than ever. Organizations need more than a vendor; they need a consultant who understands what is critical to their business and provides the expertise and solutions that help them achieve greater efficiency, productivity, financial results, and competitiveness. Salespeople who can respond to these needs can shut out the competition while increasing both the volume and profitability of their sales.

*Conducting Strategic Business Calls: Discovering Critical Success Factors*, part of the *Sales Advantage Series*, addresses two core areas that high-performing sales professionals need to master to successfully access and advise key decision makers. Unless they are able to uncover, comprehend, and link their offerings strategically to the client's critical success areas, they will be considered vendors and refused access to executive decision makers.

This program addresses the foundational skills of consultative selling. Sales professionals learn how to uncover customers' critical success factors and how to adapt, create, and position the business value of their offering to meet these requirements.

## Strategic Business Calling: A Three-Step Approach



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A key component to being perceived as a business advisor is one's ability to make non-product-oriented strategic business calls outside typical call points. In this course, salespeople learn how to gain access to strategic call points and prepare for the call, while gaining the confidence to call at this level to conduct a mutually beneficial discovery meeting. Used in conjunction, these two skill areas advance sales professionals' ability to provide solutions that address the customer's business priorities and processes.

## Program Outcomes

This program equips salespeople with the skills and confidence to make strategic business calls, uncover their customers' critical issues, and create offerings that address these business priorities.

## Learning Approach

This one-day module provides practical strategies and tools to better discover and understand customer priorities.

During the session, participants engage in activities that bring the concepts to life through reflection, case work, and analysis. They apply new tools—the *Critical Success Factors* (CSF) Value Creation Planner and the Strategic Business Call Planner—to their own client opportunities. They prepare for a strategic business call on a real client and receive professional feedback. Participants use their knowledge of the industry- and company-level CSFs to create an offering for a real client account.

## Key Learning Topics . . .

### The Challenge of Critical Success Factors

### CSF Characteristics

### Using CSFs to Create Business Value

### Strategic Business Calling: Interests Are Different at Different Levels

### Strategic Business Calling: A Three-Step Approach

### Managing Your Primary Contact

### Practicing a Call to Gain Access and Preparing to Conduct the Strategic Business Call

## Learning Activities . . .

Participants analyze a hypothetical case in which critical success factors significantly influence a buying decision

Participants engage in discussions that define critical success factors and activities that help them recognize the characteristics of CSFs within their own company and their clients' organizations

Planning activities help participants understand how an offering needs to be adapted to appeal to a client's CSFs; participants focus on a hypothetical case and real clients

Participants learn that Strategic Business Calls differ from typical or traditional product-oriented calls; participants also explore how a strategic business call changes at different call points in a client organization

Participants learn to use a three-step approach for gaining access to strategic call points and preparing for and conducting strategic business calls

Participants explore the potential impact on their primary client of attempting to access an atypical call point; they learn an approach for addressing resistance from their primary client and practice in a large-group activity

Participants practice gaining access to a strategic call point in a hypothetical case; they also prepare for an actual strategic business call on a key client account

## Continued

An optional half-day application session is available immediately following the session or at a later time. This learning and application approach reinforces key concepts, allows salespeople to put new ideas into practice following the training, and further advances their understanding.

## Enabling Improved Performance

*Sales Advantage Series* modules feature application, reinforcement, and support tools. These tools ensure that salespeople can hone newly acquired skills and behaviors back on the job. Involving sales managers early and training them to coach for improved performance is also fundamental to a successful implementation.

## Measurement

Organizations that implement the *Sales Advantage Series* also have access to Wilson Learning's measurement and impact evaluation tools. The application session can serve as a leading indicator of behavior change and potential results. Account planning and coaching tools enable progress with strategically important accounts.

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

## Series Modules

The *Sales Advantage Series* modules introduce strategic approaches that equip your sales team to provide greater value to your customers and compete more effectively for the business. The modules include:

- Aligning Sales with Business Value
- Aligning with Customer Buying Behaviors
- Creating Differentiated Offerings
- Managing Opportunities
- Managing Decisions
- Managing Competition

**This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities and can be integrated with your sales process.**