

# Creating Differentiated Offerings

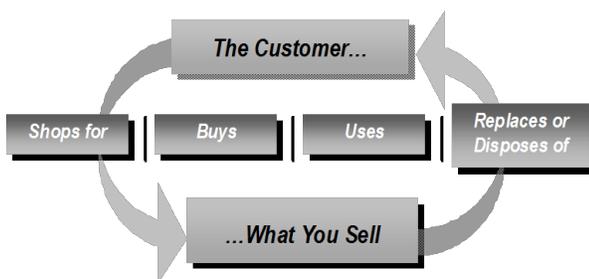


To compete in today's complex sales environment, salespeople must go beyond personal and technical effectiveness and serve both their customers and their own organizations as Consultants and Strategists. As Consultants, salespeople have the opportunity to differentiate what they sell, not with lower prices or additional features, but with insights into the customer's business that increase the genuine value of an offering to the customer. Such offerings seldom require discounting by the customer and are difficult to replicate by the competition.

The *Creating Differentiated Offerings* module of the *Sales Advantage Series* helps high-performing salespeople avoid the pitfalls of competing on price by effectively differentiating their offering with customers. In this module, sales professionals learn how to look beyond easily commoditized features and services to developing real differentiation based on what the customer values, which is hard for competitors to replicate.

In *Creating Differentiated Offerings*, salespeople learn how to increase the value of the customer's experience with their offering. Salespeople learn how to improve the way customers shop for, buy, use, and replace what they sell in a way that benefits the customer's business and differentiates themselves from their competitors.

## The Customer-In-Action Model



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## Program Outcomes

*Creating Differentiated Offerings* helps salespeople win and keep more business by improving the customer's buying and usage experience.

Salespeople learn how to maintain and expand business in both existing and new accounts. As a business advisor to clients, salespeople create solutions that clients truly value to develop real differentiation.

## Learning Approach

This half-day module equips the salesperson with the strategies and tools to set themselves apart from the competition. The module uses real accounts for practice and planning.

An optional half-day application session is available immediately following the *Creating Differentiated Offerings* module. These two experiences combine to create a complete learning and application event, allowing salespeople to put new ideas into practice during and immediately after the training.

The application module can also be used at a later time to reinforce key concepts, share lessons learned, and advance the use of this strategic approach with all opportunities.

## Continued

### 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 successful implementation.

### Measurement

Organizations that implement the *Sales Advantage Series* also have access to Wilson Learning 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 indicate and demonstrate progress with strategically important accounts.

We are committed to helping you succeed. We will work with you to set up measurement systems to help move desired change forward 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 customers and compete more effectively for their business. The modules include:

- Aligning Sales with Business Value
- Conducting Strategic Business Calls:  
Discovering Critical Success Factors
- Aligning with Customer Buying Behaviors
- 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.**