

Discovering Business Value

Co-Creating Solutions



Going to market with unique, high-quality products and services is no longer a guarantee that sales will be made and accounts will be retained. Remaining viable in today's business environment requires salespeople to know and understand their customer's business goals and key business metrics. Uncovering this is the secret to unlocking solutions that add value to the customer. It all begins with an advanced discovery process and listening to the customer's needs and priorities, then linking co-created solutions that add value to the customer.

Discovering Business Value is a skill building workshop that focuses on four key elements: the Value Mindset, the Business Needs Identification Model, Improving Discovery Agreements and presenting solutions that add value to the customer.

BUSINESS NEED IDENTIFICATION MODEL



Program Outcomes

Discovering Business Value establishes a basic philosophy of selling with a common and easily understood approach. The program provides a win-win approach to selling that emphasizes problem solving from the customer's point of view.

Implemented as a flexible and integrated improvement solution, *Discovering Business Value* enables a consistent customer experience from the salesforce, effective coaching and performance management with a variety of tools, that aids in increased sales.

Learning Approach

Learning must be transferred to day-to-day work practices. To achieve this, *Discovering Business Value* includes components and activities that enhance participant readiness, instructor led training, and learning transfer.

Participant Readiness prepares salespeople and managers for the overall learning experience:

- Pre-workshop includes targeting one new sales opportunity to class
- Bringing in past discovery agreements or proposals shared with customers

Instructor Led Workshop

- One-day face-to-face, application-oriented workshop

Learning Transfer design embeds practice and use of new skills. Blended solution with e-learning follow-up content, followed by an optional best practices webinar.

Modules: Key Learnings Are . . .

Value Added Mindset

This program is about shifting from *Price and Product Discussions* to *Issue Based Business Challenges Discussions*, leading to co-created solutions that adds value to the customer. Price becomes less important when you uncover the key business challenges facing your customer.

The Business Needs Identification Model

The Business Needs Identification helps sales professionals to have broader deeper discovery with customers. Your intent and curiosity drives what you will hear and your next question.

Discovery Agreement

A Discovery Agreement is a mutual understanding between the customer and the sales professional on the challenges or needs faced by the customer. The Discovery Agreement is either shared verbally or in writing.

Proposing Solutions That Add Value

How to develop and present solutions that clearly address and solve the customer's business problems, ask for the order and agree on next steps.

Your Salespeople Will . . .

Be able to uncover what the customer values and wants from your products and services. The Value-Added Mindset is open throughs looking for ways to add value instead of just pushing a product or service.

Uncover the business needs of your customer by using the Business Needs Identification model. This is an art that requires sales professionals to conduct a fluid discovery conversation, not just asking a list of planned questions.

Be able to gain an in-depth agreement with the buyer about the real nature and scope of the problem to be solved. This needs to be done before any solution is shared.

Be able to show your customers how you add value to their business needs and present a solution that the customer wants.

Continued

As a result of this integrated approach, the program becomes part of your organization's selling practices which benefits customers and increases productivity.

Enabling Improved Performance

Discovering Business Value includes various performance application, reinforcement, and support tools, such as job aid cards, planners and examples of good preformance. These tools ensure that participants can hone newly acquired skills and behaviors upon returning to work. Involving sales managers and training them to coach for improved performance is also fundamental to a successful *Discovering Business Value* implementation.

Measurement

Organizations that implement *Discovering Business Value* have access to many measurement and evaluation tools, including planners that track sales efforts and win-loss reviews that track the actual impact of skills on real sales performance.

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Wilson Learning's optional Customer Relationship Inventory assessment instrument uncovers what customers really think about an organization's salesforce. This concrete, real-world feedback motivates salespeople to perform and acts as a blueprint for creating individual, group, and organizational development plans.

Evaluation

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.

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.