



SA-S : Vision Selling Executive Sales

Establish a consultive relationship with executives using proven sales methods and solutions

Difficulties in developing partnerships through C-level decision makers

Differentiating your company to sell to a top decision maker presents many challenges. Traditional selling techniques of products and services are not effective strategies when approaching a C-level executive. Top executives have long-term vision and goals for their organization – they typically are not knowledgeable about the day-to-day minutiae of their company.

The goal when selling to a C-level is not to sell products and services, but to develop a partnership between the two companies in the long term.

In preparation for a meeting with the C-level of an organization, your sales executives should have a full understanding of your company’s vision and goals and be able to match these long-term goals with the goals of the C-level’s organization. Your sales executives need to differentiate your company as a long-term invaluable partner gaining a competitive advantage for the customer.

Sales executives often miss opportunities when presenting at the C-level due to:

- Ineffective application of your company’s long-term vision to your customer’s industry and business strategy
- Lack of knowledge of your company’s long-term vision and trends in the industry
- Inability to effectively present the company as a competitive advantage to the customer
- Unsuccessful establishment as a strategic partner; customer views you as a low-value vendor

SA-S : Vision Selling curriculum

Spohn Training has proven the effectiveness of our sales techniques within our Applied Selling methodology (SA-S). Spohn has refined SA-S through five years of successfully training thousands of enterprise global, SMB, call center, and channel sales people. The result is a unique, comprehensive sales methodology – applied specifically to your industry – that can be deployed across all levels of the sales organization to achieve

Benefits

- Differentiate your company from the competition by selling long-term vision, not just current products or solutions
- Develop an “expert” position with the customer
- Compress sales cycle time and increase revenue by pre-empting competitive bidding wars
- Gain executive attention and top-down sponsorship
- Proven methods for gaining insight into the customer’s business
- Identify high-yield opportunities and design strategies for acquisition
- Create context for executives to make final decisions based on value
- Demonstrate how your service roadmap provides competitive advantage to the customer

Figure 1: SA-S : Transactional Vision Selling model six step process

Sales Function	1	2	3	4	5	6
C-level Sales	Research	Preparation	Exploration	Identification	Presentation	Close



Learn the business drivers that weigh on C-level decision making

measurable and consistent sales results.

SA-S is a unique, comprehensive sales methodology – applied specifically to your industry.

Become the expert in your customer’s business and industry

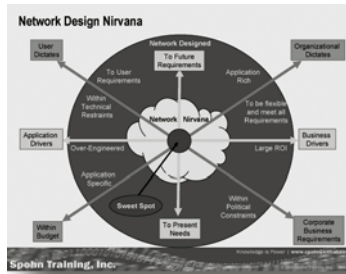
SA-S : Vision Selling focuses on making direct sales to the C-level executive based on global vision and partnering. Under the Vision Selling curriculum, sales executives learn to:

- Schedule future meetings with the C-level by establishing themselves in the “expert” position
- Influence vision-based decision making
- Differentiate through selling your company’s vision tied to the customer’s vision

By using Spohn’s industry-specific proven sales methodology, your sales executives will learn how to apply your company’s vision to your customer’s trends and long-term goals.

Your sales force will learn the importance of understanding how the trends impact the customer’s business, how your services align with trends, and how knowledge of the customer’s business inside and out strategically positions your company. This includes building knowledge on the customer’s lines of business, revenue, profit, loss, solutions, competitors and industry.

Armed with indepth knowledge of the customer’s business, your company can align your vision, strengths, technologies and



Industry technology is covered to build knowledge and understanding in trends

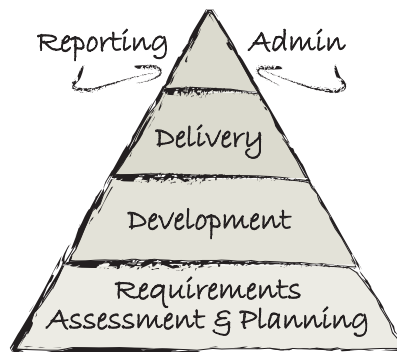
services to the customer’s. Your company will become the valuable resource necessary to give the customer the competitive advantage.

Spohn’s SA-S: Vision Selling curriculum includes:

- Developing a tactical plan to gain access to the relevant C-level
- Effective methods for creating and leveraging executive-level relationships
- Techniques to research your customer’s industry, competitors and corporate strategy
- Applying your company vision to the customer’s competitive posture
- Develop global account strategies and plans
- Establish clear, unique business value with customers

Tailoring SA-S : Vision Selling to meet customer requirements

The Vision Selling curriculum is tailored for your markets, services, competition, and people. Each course can include Spohn services for assessment, development, delivery and learning measurement.



Features

- Curriculum includes principles and application levels
- Principle course matches your business visions and objectives
- Course guide and exercise workbook for reference
- Proven approach to sales effectiveness
- Train the Trainer course
- Higher return on investment and reduced time to benefit over more costly proprietary methodologies
- Identify opportunities to better align markets and sales efforts
- Establish a partnership with the customer
- Establish strategic relationship with customer so both corporations align in both vision and value
- A proven approach for acquiring, managing, and growing long-term customers

Spohn’s SA-S : Vision Selling is a member of a catalog of courses tailored to improve selling techniques.

For further information please contact our corporate office at 512.685.1000