

Structured selling for more sales effect

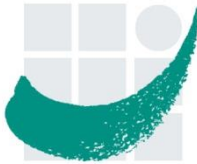
## BENEFIT SalesChamp<sup>®</sup>

**Salespeople are born improvisers: and their managers usually are as well. However, reaching the sales targets is ,of strategic importance'! Why do so many salespeople (regardless of whether they are area salespeople or key account managers) and sales managers improvise in a strategic matter? The answer is simple: either because don't know ,it', can't do ,it', or do not want to apply ,it' consistently.**

,It' stands for modern knowledge on strategic selling and on pragmatically designed sales tools such as methods, processes and tools which help as an overall concept to consistently demand their application and to increase the sales productivity. The user enjoys the following advantages and benefits:

- Pragmatically prepared best practices → highest possible acceptance by the practitioners
- Complexity reduced and adapted to medium-sized companies → simpler implementation and handling
- Innovative and consistent tools → motivated users, greater transparency





## METHODICALLY ACHIEVING AND MAINTAINING THE MAXIMUM SALES EFFECT

Good sales results are rarely the result of a few top salespeople. In fact, a good sales performance is based on a portfolio which is focused on convincing customer benefits (→ see BENEfit SolutionChamp®) as well as on clear rules of the game and efficient processes whose compliance the sales managers ensure consistently and with the necessary depth.

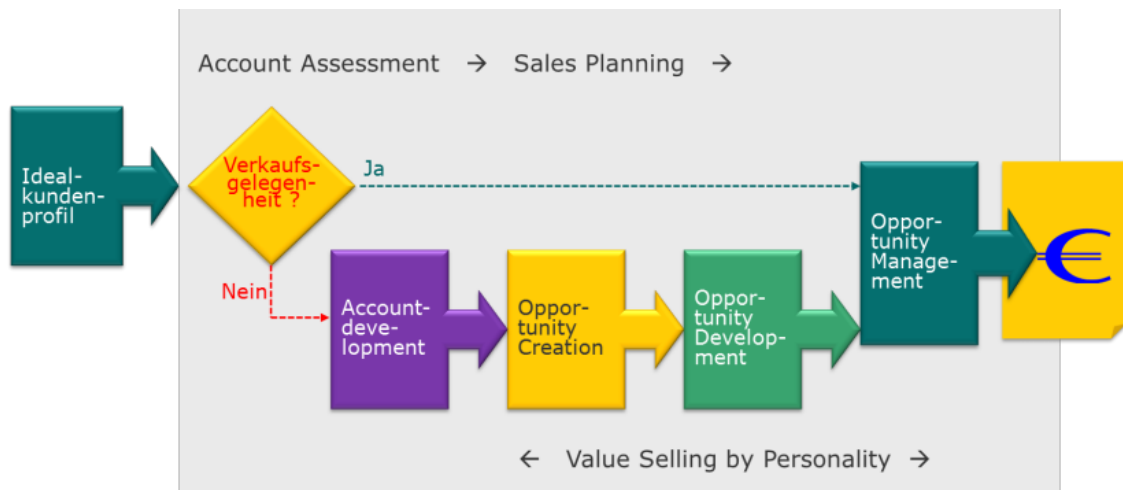
American institutes and consulting firms have already addressed the topic of 'Sales Effectiveness' in the seventies of the last century.

As a result, sales-promotional methods that deal with focal topics have been developed and marketed as focal topics such as 'strategic selling'.

However, practice shows that these offers are primarily geared to major customers, usually cover only individual sales phases and are perceived – not just by medium-sized companies – as too complex for a self-motivated, consistent application by salespeople.

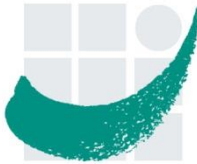
The BENEfit SalesChamp provides customers with a comprehensive, consistent and modular offering which is also salesperson-compatible with regard to its practical suitability (level, effort).

The BENEfit SalesChamp® methodology consists of the following modules:



The individual modules are briefly described below; they are suitable for the handling of target- and existing customers – hereinafter simply referred to as 'Account'.





## 1 - ACCOUNT ASSESSMENT

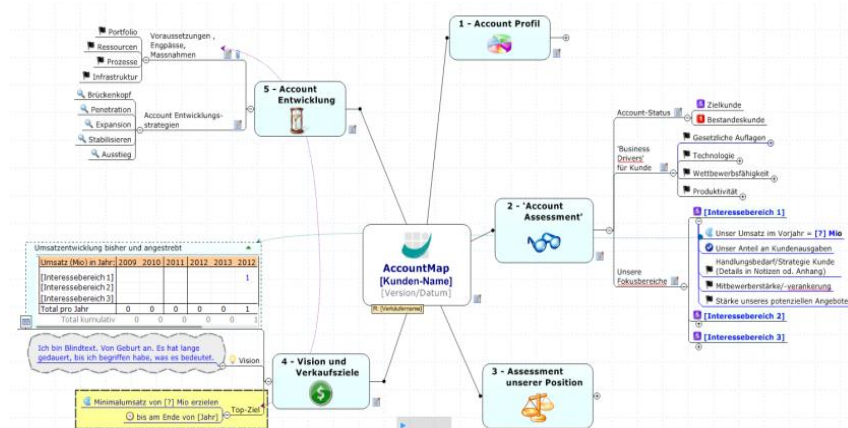
The aim of this module is to convey the principles of business analysis and account assessment to the salespeople and to enable them to invest their valuable time in the right customers. The following focal topics are covered:

- Updating or creating the ideal customer profile
- Techniques of ‚desk research‘ and related sources of information
- Analysis of the accounts and the relevant markets
- Assessment of the market position and the need for action of the account
- Qualification of ‚business drivers‘ and the need for action with regard to the provider’s own offerings
- Identification and prioritization of one’s own business opportunities
- Classification of the account and go/no-go decision with regard to proactive ‚account development‘

## 2 - ACCOUNT PLANNING

Once this module has been completed, the salespeople are able to develop a so-called ‚account plan‘ for the selected target- or existing customers, which is designed for maximum sales effect and a sustainable customer relationship in terms of the account management. Important elements when creating the account plan include:

- In-depth analysis and description of the need for action of the account in the areas relevant to the provider
- Assessment and prioritization of the strengths of one’s own offering to cover the need for action of the account
- Visualization of the network of contacts and qualification of the contact partner for later contact with regard to the identified business opportunities
- Development of the provider’s own target-positioning and vision in the account
- Derivation of realistic objectives for the account development
- Bottleneck-focused action planning and bundling in suitable standard strategies for the account development





It must be decided beforehand whether one's own planning template of the client will be adapted to the requirements of the BENEFIT SalesChamp methodology or whether the unique BENEFIT AccountMap® (→ see datasheet ,BENEFIT SalesMaps®) should be trained and implemented.

### 3 - OPPORTUNITY PLANNING

The objective of the opportunity planning is to enable the salesperson to qualify the individual sales opportunities (,opportunities') or sales projects according to a standardized schema and to develop a result-oriented opportunity plan based on this. Key topics include:

- The 3-dimensional qualification of a selected opportunity coupled with a SWOT analysis (strengths/weaknesses, opportunities/threats)
- Determination of the expectations, objectives and requirement criteria of the

### 4 - PLAN REVIEWS AND ASSOCIATED METHODOLOGY

The quality assurance of plans and systematic progress checks are critical success factors for the achievement of objectives and for the increase of sales productivity. Unfortunately, practice shows that this phase is usually the weakest link in the entire process chain. The reasons for this lie in the general pressure of time, in lack of leadership or in insufficient anchoring through rules of the game and processes. The result is 5-minute interviews – if at all – to satisfy the information needs for the next ,forecast'. The most unpleasant consequence is that the salesperson wonders why he expends so much effort in the planning; in the future he will only do it for himself and on a small scale, as he did in the past.

This module of the BENEFIT SalesChamp methodology is intended for managers in sales and for the supporting functions, in order to

account with regard to the selected opportunity

- Identification and qualification of decision makers and influencers as well as visualization of the so-called buying center
- Definition of realistic sales targets in due consideration of the account's own procedural planning
- Bottleneck-focused action planning and bundling in suitable standard strategies for the opportunity development

As with the choice of the account plan format, it must be decided beforehand whether one's own planning template will be adapted to the requirements of the BENEFIT SalesChamp methodology or whether the unique BENEFIT OpportunityMap® (→ see datasheet BENEFIT SalesMaps®) should be trained (where appropriate linked with the CRM system) and implemented.

refresh or implement proven principles and tools in everyday sales life. Core topics include:

- Sales excellence as a philosophy, sales coaching as a tool
- Rules of the game and procedures for sales-effective plan ,reviews'
- Giving feedback appropriate to the maturity level
- Carrying out meaningful win/loss reviews

The managers are thus enabled and motivated to increasingly pursue the most important tasks as part-time ,sales coaches' again (→ see service description ,BENEFIT Coaching Champ®) for the further promotion of sales coaching knowledge and behavior).

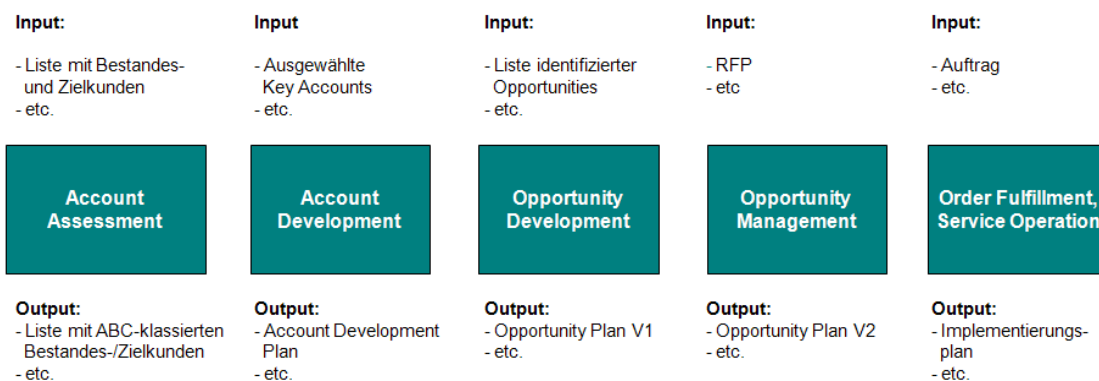




## 5 – OPTIMIZATION OF THE SALES PROCESSES

Every company has regulated certain sales processes; usually from the point in time when the company commits itself to the account, i.e. from offer preparation. Most consulting and

sales activities which are described here as an integral part of the BENEFIT SalesChamp take place before offer preparation and are also of strategic importance in terms of 'strategic selling'.



Experience shows that only a few companies have defined these important sub-processes in a sales-effective manner or that such processes are not lived consistently. Therefore it is important that the existing processes are questioned with regard to efficiency and sales-effectiveness – and optimized where required – before addressing the modules described above.

With clearly defined responsibilities and defined interim results across the entire sales process chain, the quality of the sales activities can be increased substantially. This is an important prerequisite for a good 'Return on Investment'.

### YOUR BENEFIT: BETTER RESULTS BY MEANS OF STRATEGIC SELLING

It is worthwhile to implement methods and process that are geared to a high sales effect, or to question these periodically and to restructure them if required. Based on the BENEFIT SalesChamp methodology and the customized implementation, both small and large businesses benefit from the BENEFIT know-how and the proven tools to mobilize and enable salespeople with regard to strategically planned selling. Coupled with the BENEFIT Transfer Coaching and sales coaching consciously applied by the sales managers, it will soon be possible to improve the sales results significantly.