

# Advanced Concepts<sup>SM</sup> for Strategic Selling<sup>®</sup>

## Module Topics and Summaries

Miller Heiman's *Advanced Concepts<sup>SM</sup> for Strategic Selling<sup>®</sup>* takes adoption of the *Strategic Selling<sup>®</sup>* process to the next level. It empowers sales professionals to improve their performance by providing real world, practical application of program concepts.

The following are the modules included in this series:

### **Finding and Developing Coaches**

You can significantly improve close rates by securing a Coach for your most critical opportunities. In this module, you'll get great ideas from the experts on where to find potential Coaches, the types of people that make great Coaches, and how to develop long-term customer relationships to ensure success.

### **Connecting with Your Customer's Strategy**

For your meeting agenda to resonate, it needs to be crisp and focused on your Economic Buying Influence's strategic issues. This module explains why it is imperative to cover the bases with the Economic Buying Influence, either by meeting in person or working through a trusted ally to understand the strategic initiatives most important to this key Buying Influence.

### **Moving Deals through the Funnel**

Too many deals or opportunities get stuck in the funnel. Letting them languish wastes valuable time and resources. In this module, experts review information and provide actionable insights you can take away immediately to move a stuck opportunity forward.

### **Building Long-Term Customer Relationships**

There are several reasons why deals are lost, but few are as significant as the failure to identify a Buying Influence's personal Win, and the business result connected to it. In this module, experts share personal stories and pose key questions to help uncover each Buying Influence's Business Result and Personal Win. They discuss the importance of delivering on the Personal Win and how it leads to a long-term Win-Win relationship.

### **Focusing on Your Best Opportunities**

It's not always easy to walk away from an opportunity, but sometimes that is the best action. In this module, experts share best practices on how to decide which opportunities to walk away from and which ones you need to nurture to retain the long-term relationship with a client or prospect. There's also a good discussion on the importance of a consistent Win-Loss review process and how that can improve the salesperson and the organization.

### **Optimizing Your Position**

How a salesperson builds a competitive strategy can make or break success. Beyond just reviewing the four types of competition, this module gives tools and ideas on building a strong strategy to overcome the competition. The module also gives advice on handling the dreaded "dog and pony show," and how salespeople can effectively prepare for a meeting so they remain customer focused even when they're asked to talk about their company and product.