

# CONCEPTUAL SELLING®

## Customer Interaction Strategy for Winning Complex Sales

*Conceptual Selling*® helps organizations shift from product-led selling to a solution-led sale by connecting the sales process to the customer's natural buying process. The program defines how to unearth a customer's key issues and concerns in order to focus efforts on what the buyer needs to accomplish. With *Conceptual Selling*®, organizations gain a framework to view the sale from the customer's perspective, build credibility, and create collaborative, win-win solutions.

This program, which uses the Miller Heiman Green Sheet, provides a consistent method for creating high-value solutions that are difficult for competitors to replicate. Salespeople will be able to better interpret information about the prospect to craft a comprehensive solution that matches the needs of the buying organization, including understanding what differentiates your solutions and organization from your competitors. The process also allows multiple individuals to collaborate on upcoming customer interactions to ensure each person knows his or her purpose and the expected outcome of the meeting.

*Conceptual Selling*® gives organizations a common process and language to intelligently pursue sales opportunities. This allows internal teams to improve collaboration on large deals and see more movement of opportunities through the sales cycle.

*Conceptual Selling*® may be the right solution if your company is trying to:

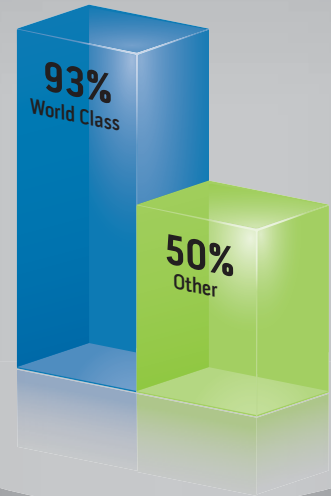
- Transition from a product-led sale to a solution-led sale.
- Differentiate your products and services from your competitors.
- Professionalize your sales force.
- Implement a consistent process to plan customer interactions.
- Provide management visibility into significant opportunities.
- Ensure customers and prospects are as engaged in their buying process as you are in the selling process.



## Customer Focus

Good selling begins with listening. Without first understanding the business obstacles a customer is facing, it is difficult to qualify the opportunity or propose an effective solution. World-Class Sales Organizations are nearly twice as likely to follow a process that incorporates this important step.

**We clearly understand our customer's issues before we propose a solution.**



*"I am capable of better managing my sales calls in a way that helps my company get more attention compared to competitors."*

- Director, Telecommunications

*"Our sales teams are becoming more consultative in their approach and are increasing revenue per customer by proposing solutions rather than going for a fast close."*

- Vice President, Media

*"I was able to reduce my sales cycle time from start to finish."*

- Account Manager, Telecommunications

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# CONCEPTUAL SELLING® PROGRAM FACTS

## Who Should Attend

This program is applicable to any member of your organization interacting with customers and prospects either face-to-face or over the phone during the sales process. This includes field sales, sales support, senior leadership, and sales engineers.

## How Your Organization Will Benefit

Enable field sales to:

- Plan for important customer interactions to ensure effective use of selling time.
- Learn to ask effective questions.
- Differentiate your organization and solution by first understanding what is important to the customer.

Enable sales management and senior leadership to:

- Easily identify when it is appropriate to allocate resources, including your time, to sales calls.
- Ensure the sales process is moving forward with every customer interaction.
- Transition from a transactional, product-focused sale to a joint-venture and solution-led sale.

## Delivery Options

- Regularly scheduled live public programs (2-days)
- Tailored on site live programs (2-days)
- Blended e-learning and live program (1-day live)
- Group or self-study virtual programs
- Train-the-Trainer (Client Associate)



◀ **Sales Access Manager<sup>SM</sup>** – Sales process integration with relationship management systems (CRM).



## About Miller Heiman

Miller Heiman helps companies and individuals that compete for high-value business-to-business sales develop strategies, processes and skills to consistently win business – especially when the sales process is complex and the marketplace demanding. We are the world's largest sales performance consulting and training firm and the preeminent thought leaders in the space. Quite simply, nobody knows sales performance better than we do. With corporate headquarters in the United States, United Kingdom, and Australia, Miller Heiman offers programs worldwide in 15 languages.

## Related Offerings

**Securing Strategic Appointments<sup>SM</sup>** – Research and plan to successfully secure time with key contacts.

**Strategic Selling<sup>®</sup>** – Comprehensive strategy for winning complex sales.

**Large Account Management Process<sup>®</sup> (LAMP<sup>®</sup>)** – Strategic planning for protecting and growing key accounts.

**Conceptual Selling<sup>®</sup> Coaching** – Driving sales process adoption through coaching to increase use of effective communication behaviors.

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