

# SECURING STRATEGIC APPOINTMENTS<sup>SM</sup>

## Contact Strategy for Generating Appointments

*Securing Strategic Appointments<sup>SM</sup>* provides organizations with a solid foundation to build stronger techniques for targeting contacts to secure high-value meetings. Through this program, organizations will enable salespeople to increase their prospecting confidence by learning to develop and convey compelling reasons for prospects to agree to meetings.

This program focuses on initiating contact with prospects or new contacts within a client organization. It is a process used to hypothesize challenges prospects may have and develop meaningful statements that address those challenges. By formulating this type of contact strategy, salespeople will immediately differentiate themselves from others who are fighting for time with decision makers and influencers. It also improves the likelihood of getting meetings scheduled and calls returned.

*Securing Strategic Appointments<sup>SM</sup>* helps bolster confidence for sales professionals as they learn to quickly identify and leverage their prospect's most critical business challenges to secure high-quality appointments. Salespeople will be partnered with a Miller Heiman expert to implement this process into current prospecting activities to generate valuable leads and move sales opportunities through the sales funnel.

*Securing Strategic Appointments<sup>SM</sup>* may be the right solution if your company is trying to:

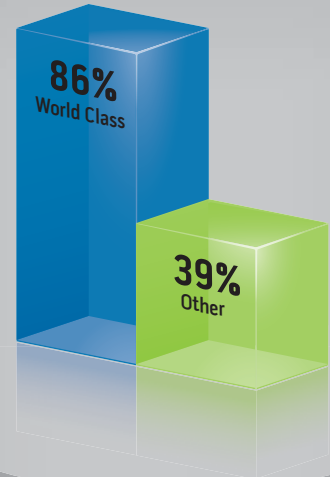
- Increase contact rates and ratio of quality appointments.
- Message consistently to key contacts to move sales opportunities forward.
- Improve prospecting effectiveness and business development efforts to fill the sales funnel.
- Increase professional confidence and comfort when targeting new prospects.
- Decrease wasted time in preliminary sales conversations.



## Winning a Decision Maker's Time

Decision makers who can influence the outcome of a sale must see value in every investment of their time. World-Class Sales Organizations are more than twice as likely to believe they have the relevant messages that are required to secure time with executives.

**We have a formalized value proposition that is very compelling to our prospects.**



*"I have been able to make my customer better understand why a relationship with our organization can enhance their existing business, thereby making the cold calling experience a little bit easier."*

- Account Manager, Food and Beverage

*"I am now positioned in front of new senior-level contacts within my account base."*

- Account Manager, Financial Services

*"I am putting more planning into pre-calls so that I have an idea of what the prospect does and what challenges they may be experiencing."*

- Salesperson, Transportation

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# SECURING STRATEGIC APPOINTMENTS<sup>SM</sup> PROGRAM FACTS

## Who Should Attend

This program is applicable to any member of your organization responsible for securing time with key decision makers from business development and sales to account management and senior leadership.

## How Your Organization Will Benefit

Enable field sales to:

- Utilize research to identify possible challenges key contacts may be facing in order to secure time.
- Quickly articulate the value your organization has provided to similar individuals or industries.
- Increase preparation and confidence in prospecting.
- Gain access to previously unreached decision makers in current accounts.

Enable sales management and senior leadership to:

- Increase ratio of appointments secured through prospecting efforts.
- Share best practices and successful messaging across sales teams.
- Fill the top of the sales funnel with quality prospects.

## Delivery Options

- Regularly scheduled live public programs (1/2 day)
- Tailored on site live or virtual programs (1/2 day)
- Train-the-Trainer (Client Associate)



## 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

**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.

**Executive Impact<sup>SM</sup>** – Persuasion strategy for securing executive approval.

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