Advantage
Sales **Optimization**

Buy/Sell Roadmap

Align the way you sell with the way your customers buy

Increase quantity, volume, and velocity of opportunities with the Buy/Sell Roadmap.

Achieving optimal sales requires the implementation of the Right Processes to align internal sales management with external selling to customers. The **Buy/Sell Roadmap** is a Right Process that creates a crucial external alignment of salespeople with their customers' selling cycle. In conjunction with the internal-focused Advantage **Sales Leadership Cadence**, the **Buy/Sell Roadmap** enables your organization to create optimal sales results.

No longer will your salespeople risk being out-of-synch with your customers' primary decision-makers, their buying habits, their key organizational issues, or the critical business impacts they need to achieve. The **Buy/Sell Roadmap** clarifies those milestones critical to winning more deals. It decodes how your customers buy and then creates a selling strategy with synchronized sales activities to match. Managers also use the Buy/Sell Roadmap as a strategic guide, similar to a "sales playbook," to coach and make sure that salespeople understand where they are in their sales cycle vis-à-vis where customers are in their buying cycle. The Roadmap arms your salespeople with a precise process for delivering what specific customers value at every stage of their buying process — even as the buying habits of those customers continue to evolve.

Business Outcomes

With a **Buy/Sell Roadmap** in place, salespeople increase quantity (more deals), volume (larger deals), and velocity (faster deals). Some of the outcomes that clients should expect include:

- Increased sales productivity and reduced selling cost
- Increased revenue and forecast accuracy
- Improved allocation of stretched internal resources
- Better application of sales methodologies (e.g., solution selling, positioning for value, differentiating, calling higher, etc.)

Three Strategic Steps

There are three strategic steps in the process.

1. Decode how the target customer buys

Our work with hundreds of leading sales organizations has proven that the only way to know if you're in alignment with a specific customer segment is to understand how those customers buy. What are the steps they go through? How many different ways do they buy? What is involved at every step? Who is involved and what do they need from us? Step 1 answers these questions by considering issues such as:

- What are the trigger events that initiate a buying cycle?
- What are the steps the customer takes through their end-to-end buying cycle?
- For each step in the customer's buying cycle, who are the key players involved, what are their value drivers, and what is their buying style?

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2. Craft an aligned organizational selling strategy

The next step is to develop a selling strategy precisely aligned with the way you've learned your customer buys. (This is the crucial step that typical sales processes often miss.) This step addresses strategic issues such as:

- Given what we know about the way the customer buys, how do we best engage given where they are in their buying cycle?
- Which of our value strategies will best influence the customer's decisions at each point along the way?

3. Develop synchronized selling activities

The final step develops the tactical activities that enable salespeople to deliver on the wants and needs of the customer at each stage of the buying cycle. Because you know how the customer buys, you are able to synchronize what you offer and when, in precise lockstep with the customer's thinking. The process provides a definitive set of sales activities for achieving optimal sales. Each tactical activity also incorporates strategic issues such as:

- Ensuring demonstrable value alignment with the buying process
- Maximizing influence towards a perfect match solution (e.g., probability of being selected, decreased time to commitment, increased total spend, etc.)

The Buy/Sell Roadmap: Selling That Is Synchronized to Customers

Trying to make educated guesses on customer's buying habits, strategies, issues, and timing is a losing proposition. The Buy/Sell Roadmap ensures that your selling cycle is in synch—and stays in synch—with your customer's buying cycle every step along the way.