



RapidBuild

AUDIENCE

All members of the sales team.

Learn to sell to your customer's buying process

Program Benefits

Customers are buying differently so you have to sell differently. The way you sell differently is to synchronize all selling activities to the market's specific buying process. This is what we call Third Generation Selling

Driven by dramatic changes in how customers buy, the formula for successful selling has changed like never before. Customers, thanks largely to the internet, are now more empowered with more information and more choice. They also have less time and resources to invest in new ideas. Prior successful selling methods are simply inadequate as power has shifted from the seller to the buyer. Today we have to step up to a new way of selling. Third Generation Selling is about understanding where a customer is in their specific buying process, from inception to implementation, and then bringing an organization's resources to bear upon that buying process so that positive value is created for both the customer and the supplier.

Program Description

There are three steps to Third Generation Selling readiness. *RapidBuild* workshops walk through these steps as a series or as one integrated, facilitated session to prepare the organization to step up to the performance and results of Third Generation Selling. The workshops are:

RapidBuild 1: Decoding the Customer's Buying Process

Different markets buy in different ways. It is vitally important that we understand our target market's buying process so that we can synchronize selling to engage effectively in that process.

RapidBuild 2: Crafting the Selling Strategy

Rather than allow each sales person to determine how best to engage in a specific market, largely by trial and error, Third Generation Selling helps align and coordinate the selling team to an effective and designed approach.

RapidBuild 3: 3g Sales Roadmap Design

Having mapped the buying process and crafted the organizational selling strategy, a sales process that synchronizes the selling to the buying can now be developed. The objective of the synchronized sales process is to be positioned in front of the right person, at the right time, with the right message.

The result of the *RapidBuild* workshops is a Third Generation Sales Roadmap that identifies the best practice selling activities for each step of the sales process. These activities are aligned to the target market's specific buying process and the optimal market engagement strategy. *RapidBuild* workshops walk through these three steps as a series, or as one integrated, facilitated session conducted on your premises to prepare the organization to step up to the performance and results of third generation selling.

[CONTINUED]

RapidBuild

Implementation/Customization

All *RapidBuild* workshops are facilitated by certified consultants and are conducted with a small (maximum eight) group of experts from across the client's organization. Facilitation methods and tools are used that enable brainstorming and large amounts of information to be quickly synthesized and assessed. A unique approach is used to directly capture the team's thoughts into a series of interactive charts and tables that allow for easy access, review, and update. It also guarantees that the team's output is immediately documented and accessible for wide reference.

