



Building Value

AUDIENCE

All business-to-business sales professionals, managers, and leaders responsible for the acquisition or development of strategically important and complex new accounts.

Understand the executive mindset and build value for your offerings

Overview

Building Value, from BTS, is an innovative experiential learning program that helps sales professionals improve the strategic relevance of their products and services, resulting in a higher value partnerships with customers. It provides an easy-to-use model and language for assessing and planning executive sales efforts in key accounts, which translates into numerous benefits for the sales team—most importantly, increased sales.

Key Results

By providing a research-based, proven methodology for understanding how executives think, and how to position products and services to respond to their mindset, *Building Value* helps salespeople:

- improve credibility with key executives in their own accounts
- gain an executive audience more easily and quickly
- partner more effectively at all levels of their target customers
- master a model for assessing, planning, and coaching an executive-focused sales strategy

Furthermore, it builds synergy within the sales organization as sales managers, salespeople and support personnel start using a common framework for positioning their sales efforts.

Critical Applications

Building Value is meant to be applied immediately. Beginning with application exercises pertinent to real clients during the program itself, participants return to their jobs with a large range of potentially significant uses. Some of these are:

- develop a sales plan for key accounts
- improve credibility with key executives in their accounts
- gather data to use in calling on executives
- develop probes for various levels of purchasing readiness
- develop coaching plans for salespeople
- use probes in sales calls
- develop richer partnering relationships with clients

Ultimately, these applications are focused on the same thing—building sales.

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Learning Outcomes

Participants in *Building Value* gain the ability to:

- understand a research-based model for assessing executive perspectives
- plan executive sales efforts in key accounts using a proven model
- improve the strategic relevance of their products and services
- know how and when to use various probing strategies
- use data to build credibility
- understand and minimize personal barriers to sales success
- analyze a real customer account using the learned models and methods.

Program Description

Over the one-day *Building Value* experience, salespeople and their coaches learn:

- at what point(s) key executives are involved in the sales cycle
- exactly what their target customers' executives want
- why it's essential to call at all levels in their targeted accounts, and what happens when they increase strategic relevance in those accounts
- how to create a specific account plan for their highest potential prospect

Using breakthrough learning map technology, teams of six to eight people tap into the power of their collective knowledge and experience. Participants begin by learning how to establish credibility with the executives who are typically involved in a purchase discussion. Next, the *Building Value* Model for analyzing and developing sales strategy is unveiled. Participants develop probing strategies to support each layer and apply discoveries to real-world, client-specific sales scenarios. Teams use the model to analyze, plan, and present ideas with a real prospect. They use data collected from executives in your organization's customer base to build credibility with the mindset of their customers' executives. Finally, participants analyze a real prospect account, prepare a concrete plan of action, and prepare a plan for each of their prospects. At the conclusion of the program, the entire group identifies ways to minimize the impact of external, internal, and personal barriers.

Implementation/Customization

Building Value is typically implemented as a one-day program. It is appropriate for groups as small as 20 and as large as 100. Scenarios are customized around current customer and competitive issues. Specific language, forms, and/or best practices can also be integrated. Learning tools characteristic of *The Advantage Way*SM for delivering results are also included. These include impact maps for building learner readiness and performance support elements designed to assure translation of classroom learning to the workplace.