



*Catalysts for Profitability and Growth*

# Setting Customer Expectations Higher



Lou Schachter • Managing Director  
BTS Sales Practice

# Thriving in tough times

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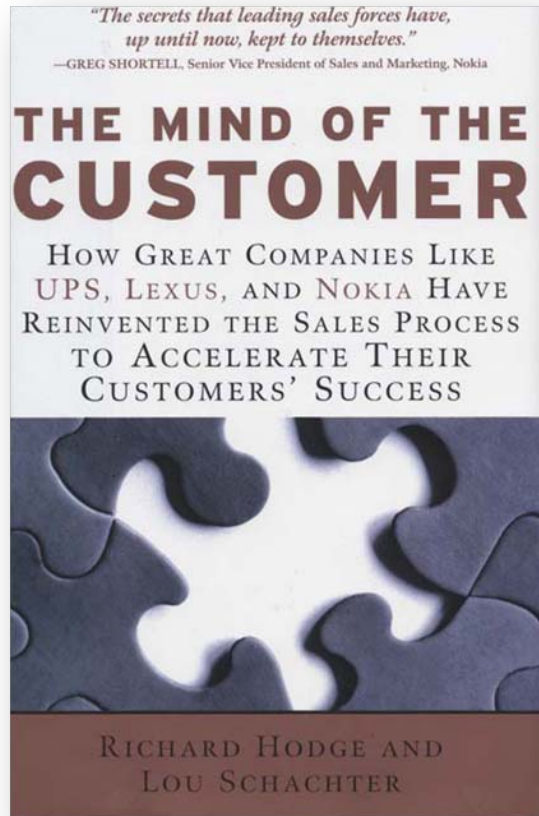
Topic	Partner	Date
Set Customer Expectations Higher	BTS	April 14
Applying Total Quality Management to Sales	HR Chally	May 8
How to Drive More Business – Now	Advantage Performance	June 9
How to Manage Sales in Times of Recession	HR Chally	Aug 6
Sales Forecasting	Market Partners	Sept 4
Sales Transformation	BTS	Oct 9
More Profitable Relationships Faster	Clarity Advantage	Nov 3
Coaching Produces Sales	InsideOut	Dec 4

# The Leading Edge is Revenue

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# The Research Base



SONY

NOKIA

P&G



at&t



MOTOROLA

accenture



Living.  
Improved daily.



UBS

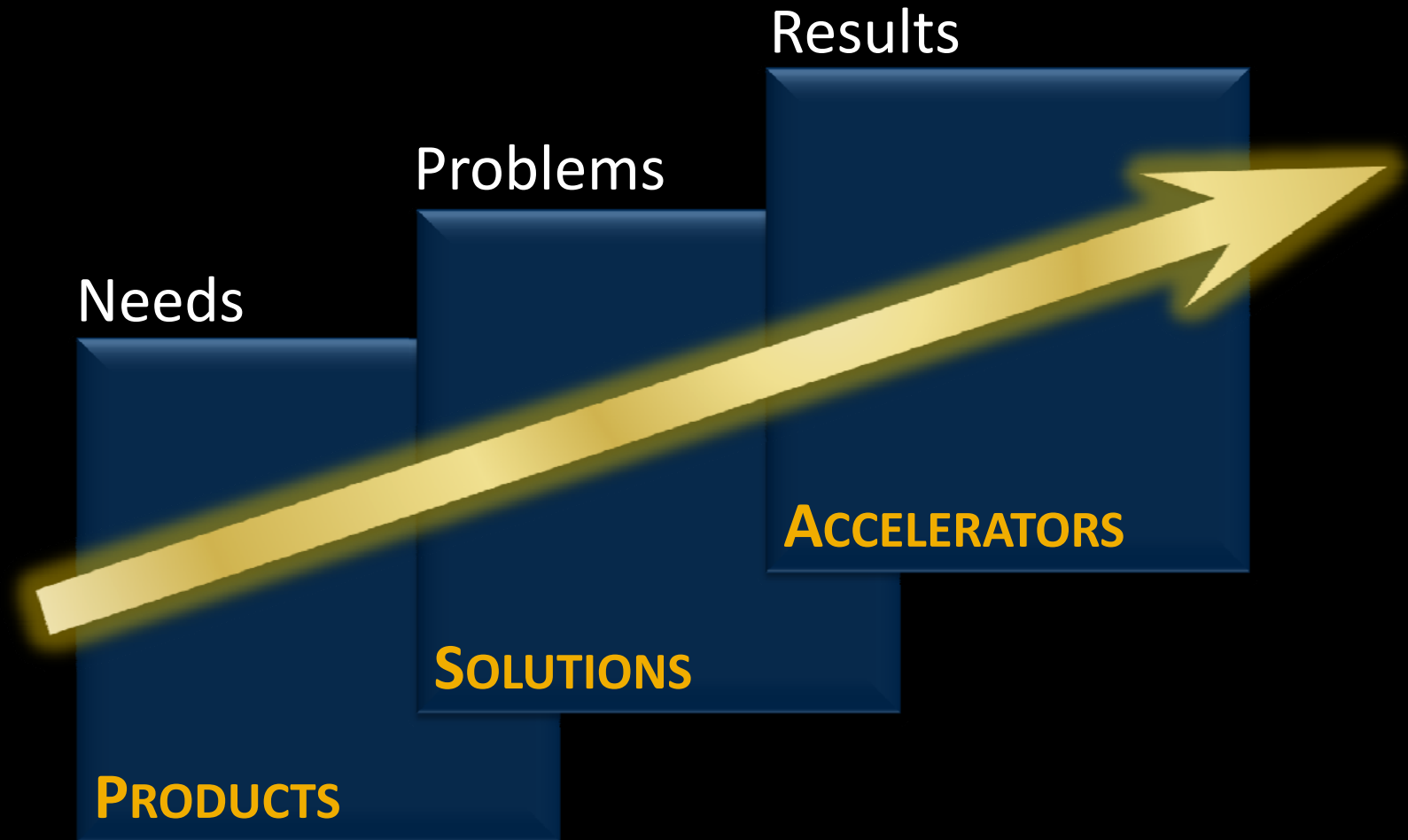


Genentech  
IN BUSINESS FOR LIFE

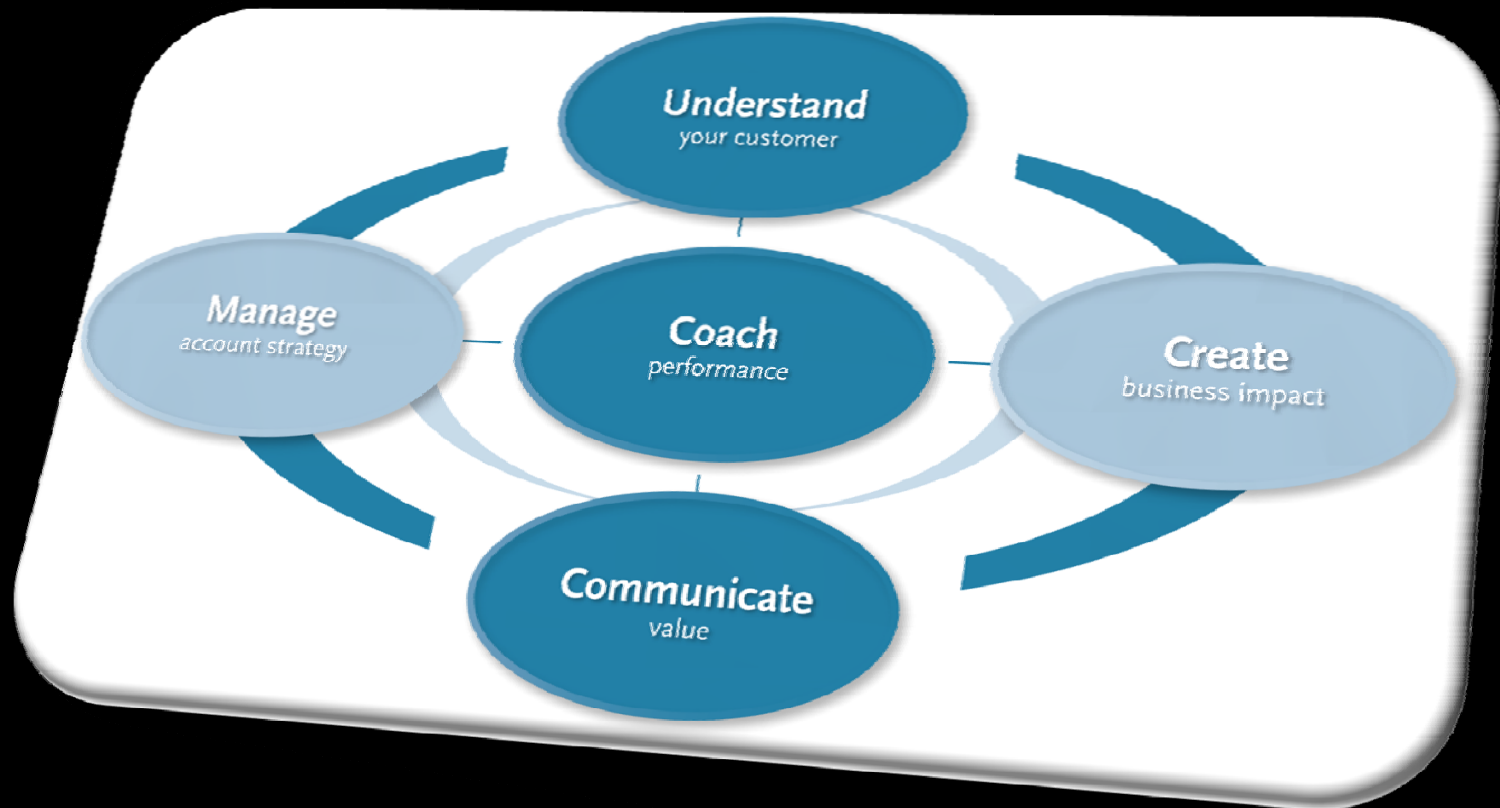
Over 50 of the Fortune 100 are BTS or APG clients

# A New Way of Selling

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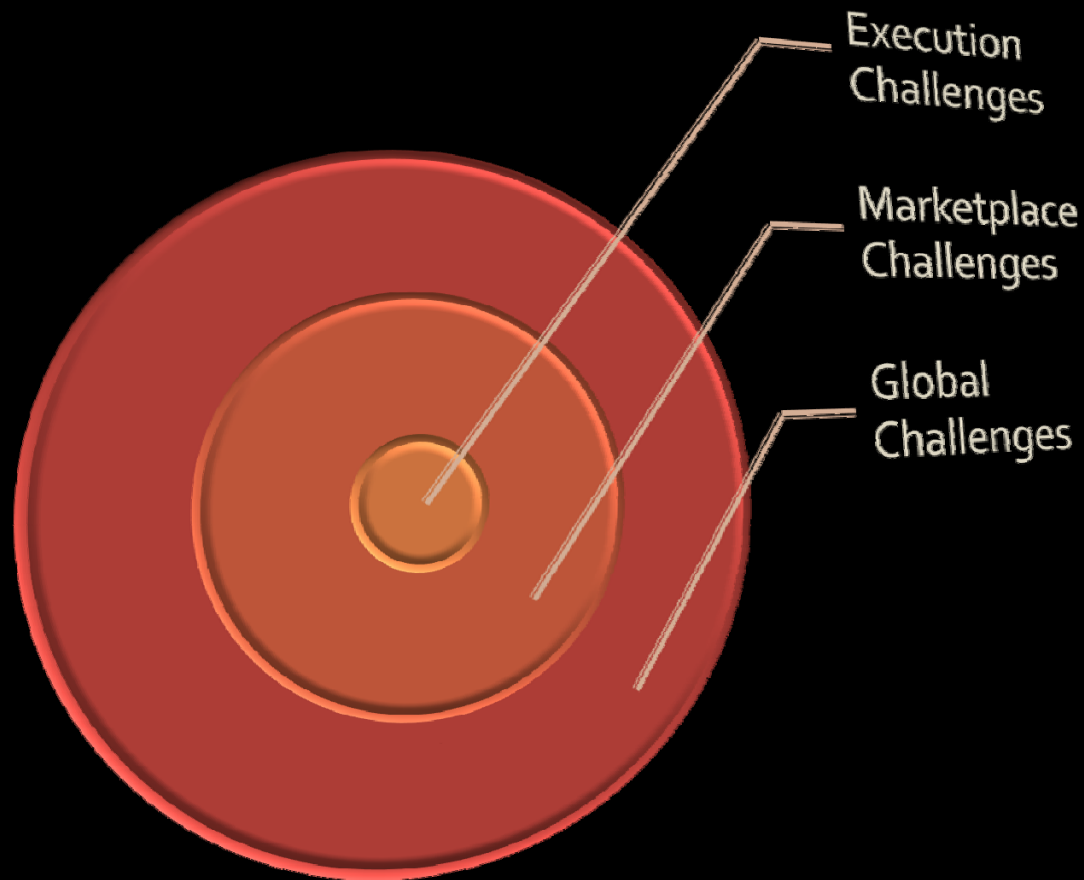


# 5 Pillars of Sales Transformation





# Understand Your Customer



# Understand Your Customer

## Recession:

- Reducing operational costs → Slashing costs quickly
- Achieving operational excellence → Improving efficiency





# Understand Your Customer

## Recession:

- Acquiring new customers → Grabbing market share
- Improving customer satisfaction → Reducing defections



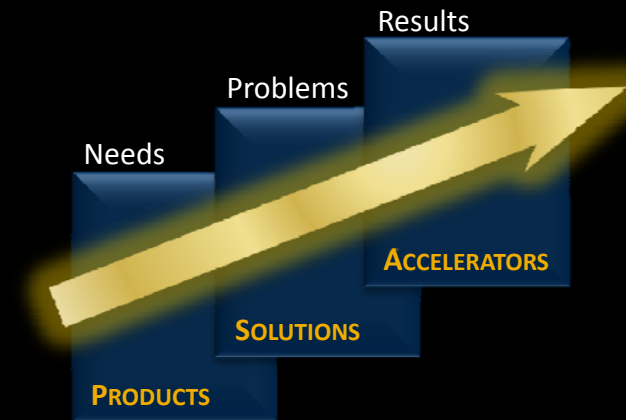
# Understand Your Customer

## Recession:

- Global consolidation → Global risk management
- Protecting corporate reputation → Protecting credit access



# Create Business Impact



Dimensions of Value	
Price	Financing/Payment Terms
Delivery Options	Customization
Timing	Quality Assurance
Service	Training/Support
Integration	Future Interactions

# Create Business Impact

Recession:

Dimensions of Value	
Price	<b>Financing/Payment Terms</b>
Delivery Options	Customization
Timing	Quality Assurance
Service	Training/Support
Integration	Future Interactions
<b>Revenue</b>	<b>Cash Flow</b>
<b>Efficiency</b>	<b>Risk Reduction</b>

# Communicate Value

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- Negotiate collaboratively
  - Focus on interests
- Communicate interactively
  - Facilitating the buying discussion...not presenting

# Communicate Value

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## Recession:

- Negotiate beyond price on other interests so you don't get caught in a discounting spiral
  - Skills to understand customer interests
- Salesperson as change manager
  - Change management skills

# Manage Account Strategy

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## What doesn't work:

- Forms
- Repetition of information
- Historical data
- Focus on the selling process

## What does work:

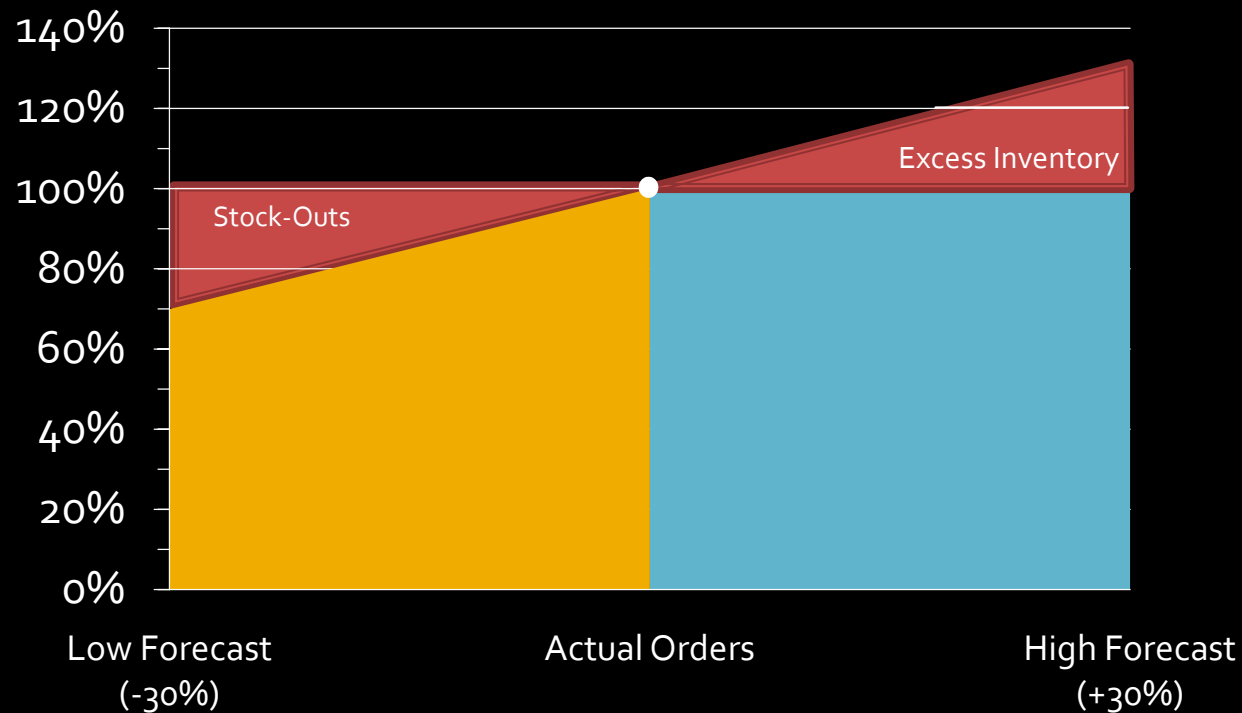
- Visual approach
- Fast to complete
- Support customer's own strategy
- Focus on the customer buying process
- Include the customer in developing the strategy



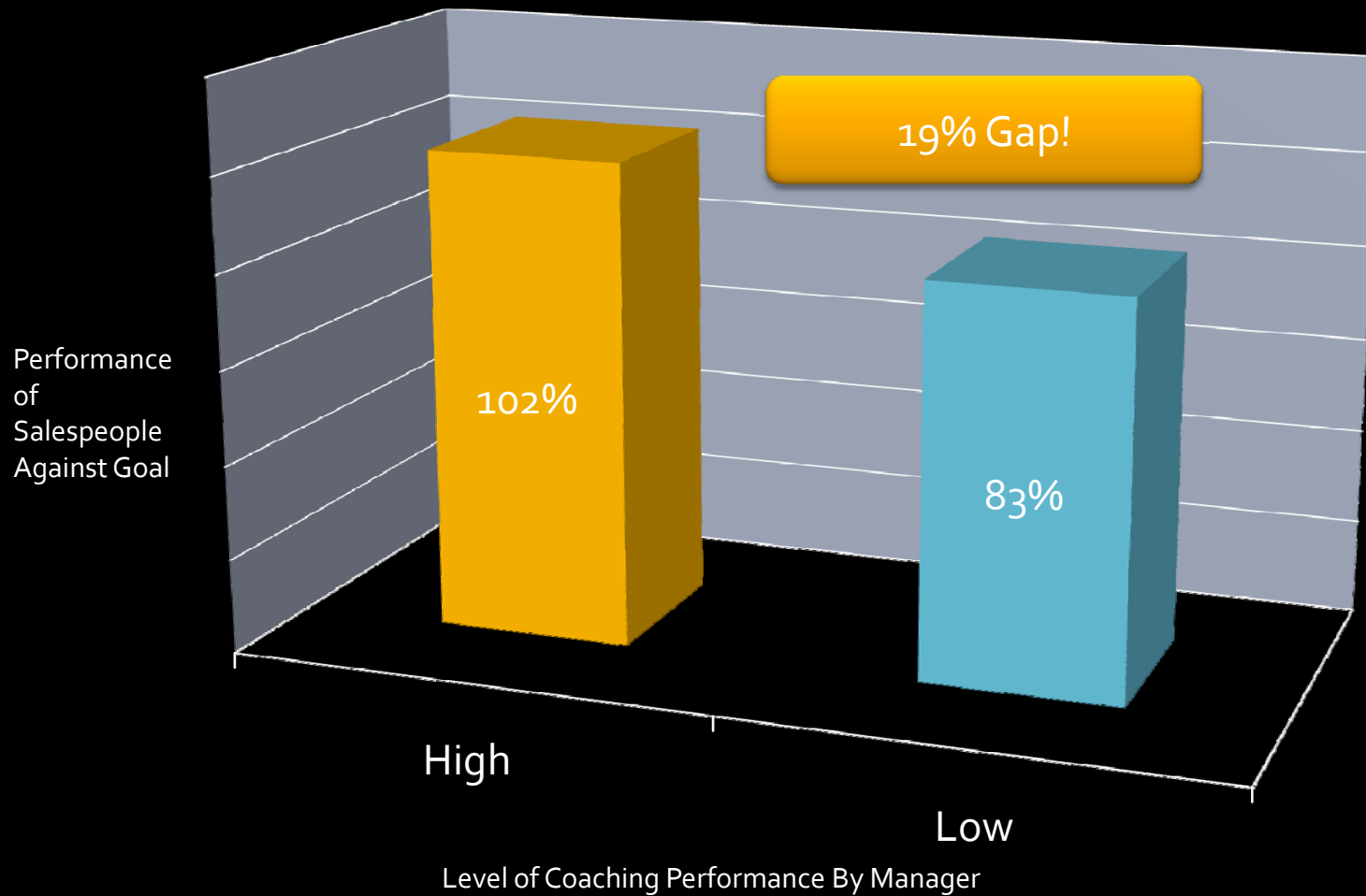
# Manage Account Strategy

## Recession:

### Impact of Bad Forecasts



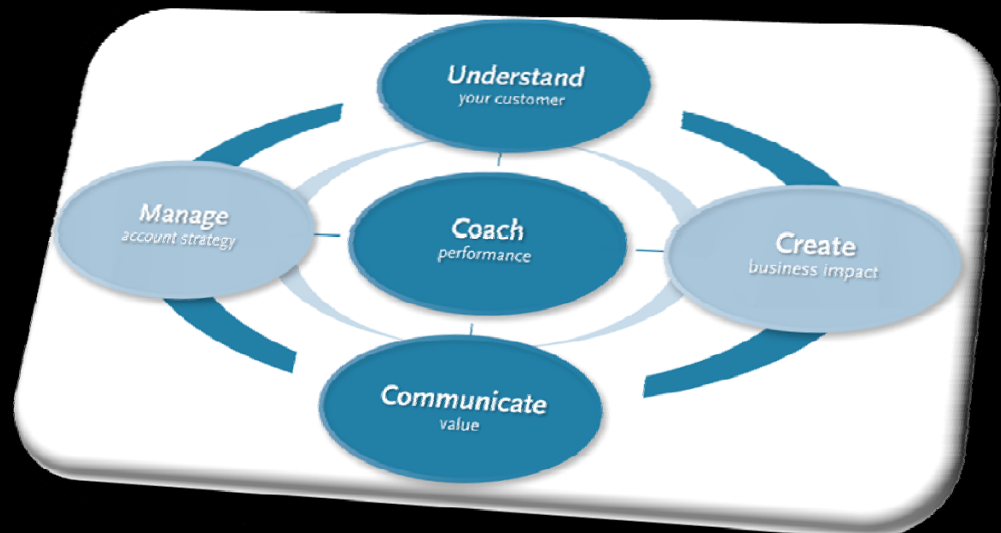
# Coach Performance



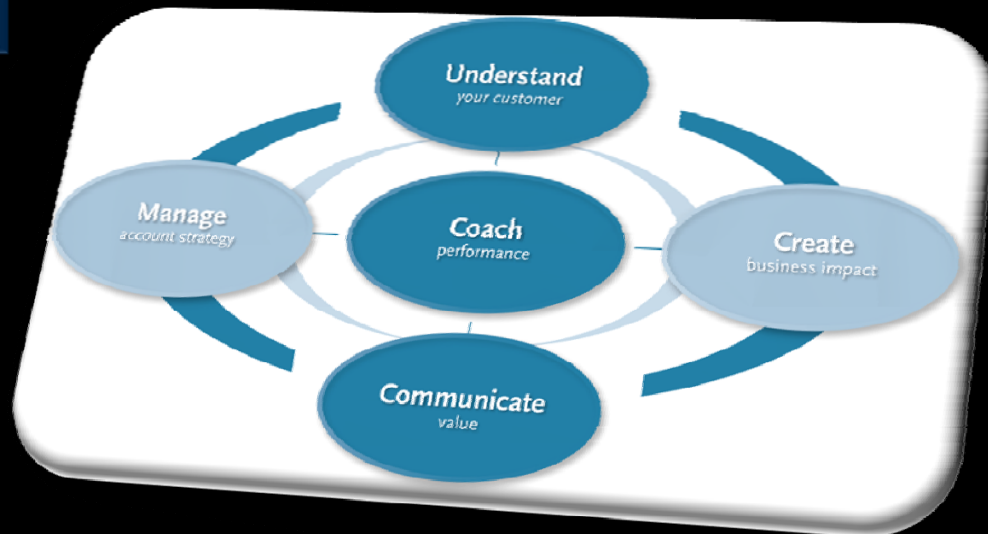
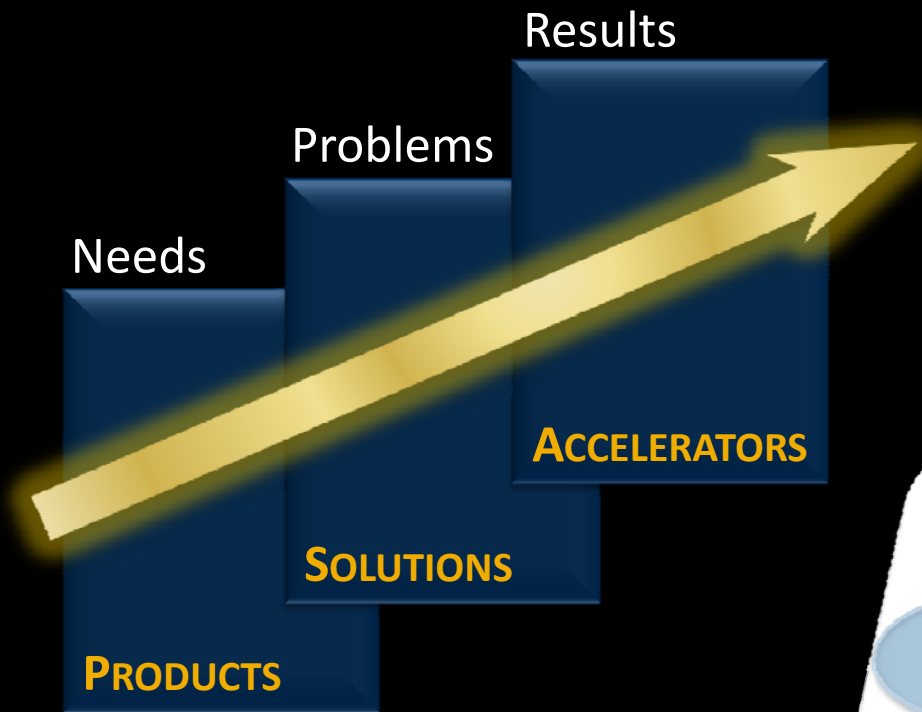
# Coach Performance

## Recession:

- Sales managers leveraged when skill-building for sales people is budget-constrained
- Skill focus is on all 5 pillars



# Q&A



# Call to Action

