

# Ignite Your Sales Strategy

From our thought leader partner **Ignite Selling**



Participants learn to apply the right tool at the right time to advance a sale and create a competitive advantage.

Our snapshot tools help you gather and share useful information, challenge assumptions and think critically about the customer in order to develop a strategy to win.

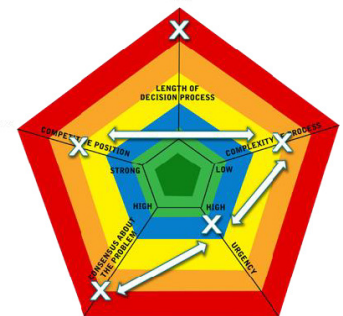
## Win your most important deals

Ignite Your Sales Strategy is a one-day simulation that develops skills and critical thinking to win high-value, complex sales. This program consists of 3 strategy tools we call snapshot tools:

First, the **SITUATIONAL SNAPSHOT**, helps reps and managers analyze and assess the overall situation in an account -- such as the competitive landscape, the sense of urgency to act, the complexity of the decision process, consensus behind the decision to make a change and the length of the decision process. All of these factors are important to develop a strategy to win business.

### Assessing the situation through 5 critical factors:

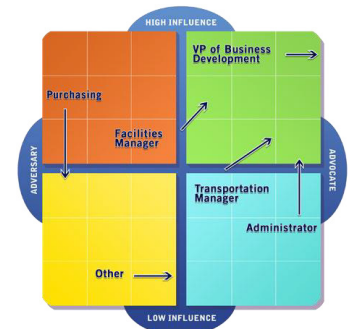
1. Length of the Decision Process
2. Complexity of the Sale
3. Urgency
4. Consensus About the Problem
5. Competitive Position



Second, the **INFLUENCER SNAPSHOT**, helps sales reps and managers challenge their assumptions regarding who really is influential in the buying decision and what is their level of advocacy for your solutions. With this information validated we move on to developing proactive strategies to leverage advocates and either win-over or neutralize adversaries.

### Key influencers in the decision:

- Purchasing
- VP of Business Development
- Facilities
- Transportation Manager
- Administration
- Other



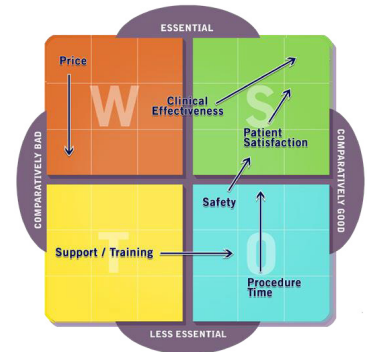
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Third, the COMPETITOR SNAPSHOT, is designed to help reps and managers to identify and influence the customer's critical decision criteria they will be using to compare your solution to the competition. Too often, reps believe price is often the only or the most important factor in the customer's decision, but we know from win-loss reviews that this is seldom the case.

## 5 easy steps:

1. Select one high Influencer Adversary to start
2. Identify that customer's decision criteria
  - Price
  - Clinical Effectiveness
  - Patient Satisfaction
  - Safety
  - Support/Training
  - ProcedureTime
3. Understand how that customer prioritizes their criteria
4. Determine if that customer perceived us to be comparatively GOOD or BAD
5. Develop a strategy to influence in our favor



## How we work with you

We have a proven approach for ensuring that your sales improvement initiative succeeds.

1. **Learning Alignment Workshop:** Identifies the business outcomes, sales strategies you must achieve and the critical skills your salespeople need to execute.
2. **Program Design:** With the critical skills identified, we custom design and build the programs and sales simulations to deliver the learning experience.
3. **Prework:** We provide online e-learning modules to introduce key models and frameworks in advance, which enables more time in the classroom for application.
4. **Instructor-led Sessions:** Our facilitator guides your teams through a competitive simulation. Your people will learn from each other and develop new skills to solving real-world problems.
5. **Post Workshop:** We help your sales managers to enhance their coaching skills to reinforce desired behaviors change, and we offer a reinforcement solution that 'drip-feeds' key learning nuggets to solidify learning for successful application.
6. **Coach the Coach:** We help you help you sales managers become better coaches by providing immediate, accurate and critical feedback on their coaching skills.
7. **Measurement:** All the reinforcement and coaching activities include assessment reports to help pinpoint the success or struggles of a specific sales rep or sales team. This allows for the feedback necessary to make quick and necessary modifications to ensure proficiency is being reached and business outcomes are being achieved.

**For additional information** about *Ignite Your Sales Strategy*, visit [Advantage Performance Group](https://www.advantageperformance.com), call us at (415) 925-6832 or email [contact@advantageperformance.com](mailto:contact@advantageperformance.com). Explore our complimentary resources at [apg1.us/free](https://www.apg1.us/free).

