



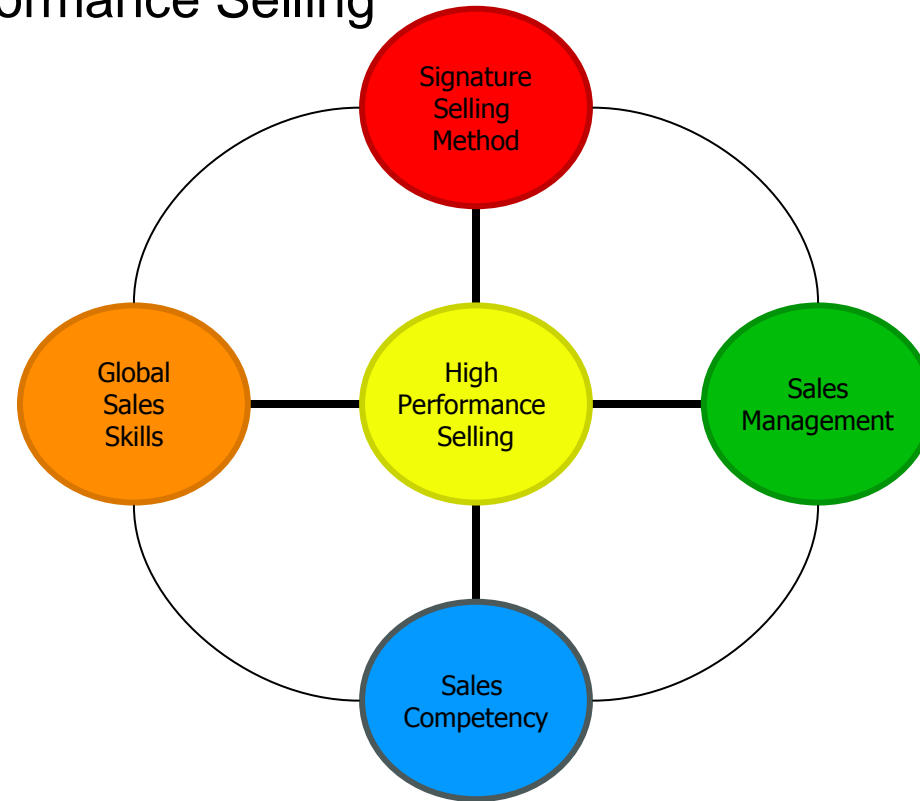
EXPORT TRADE TRAINING PROGRAM

Section 2

Sales Skills to Execute the Marketing Strategy

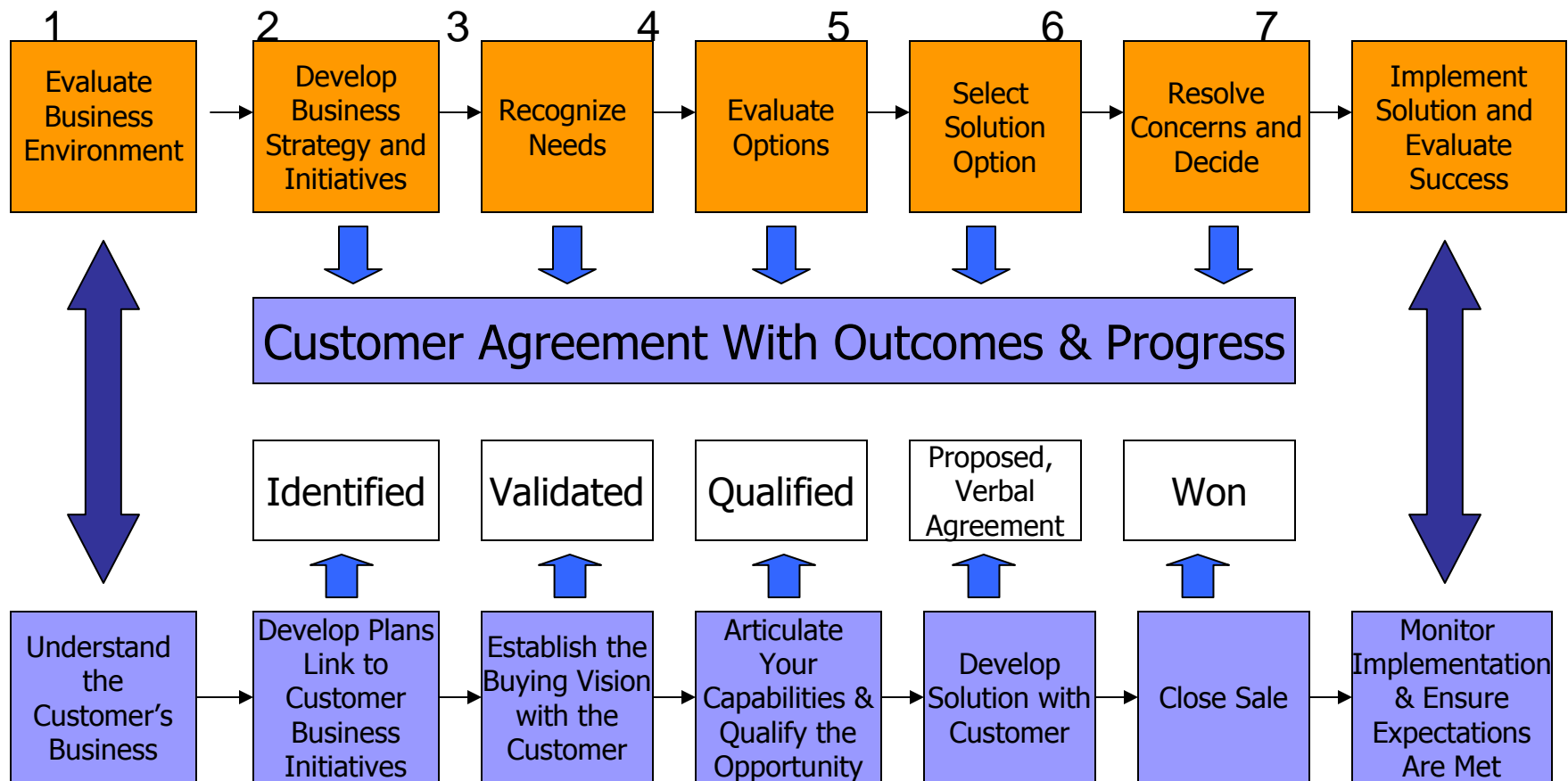
High Performance Selling: Relationship Selling Method

The Relationship Selling Method (RSM) is Part of High Performance Selling



RSM is a Customer Focused Process: Align the Customer's Buying Steps and Advance the Sale

Mission: To Align With the Customers' Buying Steps



RSM Step 1: Understand the Prospects **Business Environment**

Goal: Evaluating the Business Environment

- Research the Prospect's industry, competitor and business direction
- Establish Initial Contact via Telemarketing, Trade Shows, Road Show
- Understand Prospect's Business and Objectives
- Create Relationship and Sales Strategies

Successful Outcome: Prospect and you agree to continue the relationship

Establishing Initial Contact

- Telemarketing is a targeted approach that requires action on the recipient
- Direct mail works well in business to consumer
- Mail is effective when it is personal
- Email is ineffective due to volume of emails, delete button very easy to hit
- Internet search is effective but
 - Costly
 - Dependent on prospect initiating the search
- Face to face cold calling is effective but very costly, best used at trade shows and association meetings

Establishing Initial Contact: Telemarketing

- Aim is to generate qualified leads, not to create any business
 - Set up an introductory meeting
 - Schedule a follow on call
 - Obtain information on how to be a business partner
- Call Objective
 - prospect to understand the benefits of doing business with your firm
 - assess willingness to move forward

Establishing Initial Contact: Telemarketing

- Script is essential to a successful telemarketing effort
- Elements of a script
 - Get attentions, only have 10 seconds
 - Convey why your are calling and what you are selling
 - Include and stress references
 - Identify how both parties can cooperate in future
 - Anticipate all major objections
 - Conclude with a call to action
- Script is just a structured conversation that insures all points are covered

Establishing Initial Contact: Telemarketing

- Research each prospect before the call
- Research should include
 - Current press releases
 - History of growth and mergers
 - Organization with names of executives
 - Locations
 - Revenue growth
- Use research in script
- Develop a prospect sheet

Establishing Initial Contact: Telemarketing

- Techniques
 - In the US use first names
 - Use references to get attention
 - Price/margin quotes need to be attractive to continue conversation
 - Follow on meeting location needs to be addressed
- Objections
 - Restate the objection as a question that can be answered
 - Generate a list of all possible objections with appropriate responses
- Close the telephone call with a call to action i.e. “schedule next meeting”

Establishing Initial Contact: Trade Shows

- Benefits of attending a trade show
 - Treated as a member of the industry
 - Acquire industry knowledge in a short time
 - Develop your sales pitch on live prospects, fine out what works
 - Unlimited “face to face” meetings with prospects
- Preparatory efforts
 - Determine companies you wish to approach
 - Call targeted companies to set up meeting
 - Develop you schedule of who to visits and when
 - Create a unique brochure for the trade show
- Record all activity with follow up actions

RSM Step 2: Develop Proposal Linked to Prospect's Business Objectives

Goal: Developing Business Strategy and Proposal

- Research Prospect's Company and Market
- Determine Competition
- Assess Prospect's Compelling Reason to Establish a relationship with your company
- Documents Success Stories and References
- Create an Initial Relationship Plan and Proposal

Successful Outcome: Customer Demonstrated Interest in working with you.

Sponsor/Decision Maker/Power Sponsor

Roles for Each Opportunity

Sponsor: Action Person

- Provides Information
- Will Sell Internally on Your Behalf
- Will Provide Access to Power

Decision Maker: Signs the Order

- Formal Authority
- May or May Not Be the Power Sponsor

Power Sponsor:

- Enough Influence to Get What They Want
- Can and Will Take You Anywhere In the Organization
- Can Negotiate the Steps Leading to a Buying Decision
- Resides in the Political Structure/Inner Circle

RSM Benefits the Prospect and You

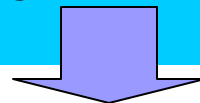
Prospect See You:

- Aligning with Them
- Planning before executing
- Delivering Business Value
- Establishing a relationship

Selling Total
Relationship

Step 2:

- Aligned with potential sponsor
- Initial Proposal and Relationship Plan Validated
- Prospects Hot Buttons and Compelling Reasons to Act Identified
- Successful Partnership Dialogue with Prospects



Selling Cycle = Identified

- Speed in the sales cycle by spending time with the right prospects on the right issues
- Speed to developing a buying proposal
- Higher Quality and More volume in the Pipeline
- Higher Win Rate Due to Added Differentiation and Broader Value Proposition

RSM Step 3: Establishing Buying Vision with Prospect

Goal: Recognizing Needs

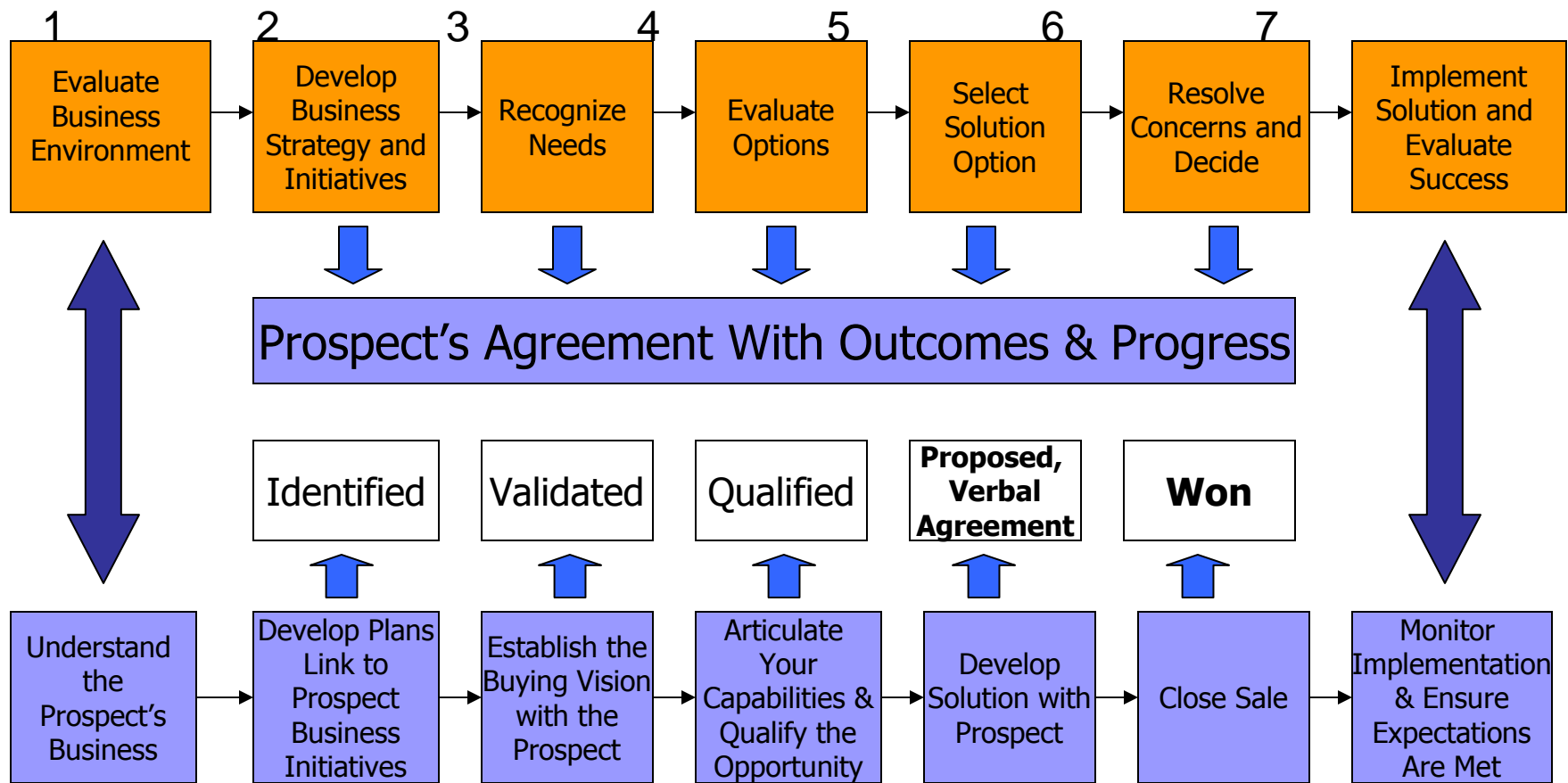
- Clarifying Business Needs and Initial Requirements
- Transition from the Prospect's Initiatives to Conceptual Solution
- Confirm the Prospect's Sponsorship and Ability to Decide
- Negotiate Access to Power Sponsor if Appropriate.

Successful Outcome: Prospects Stated Business Need, Buying Vision, and Agreement to Support Your Access to Power Sponsor. You know you have reached this outcome When the following has been achieved:

- Business Initiatives and Requirements Confirmed
- Prospects Buying Vision Developed and/or Influenced
- Initial Conditions of Satisfaction Agreed with Prospect
- Sponsor Communication Acknowledged and Agreed

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Mission: To Align With the Prospects' Buying Steps



RSM Step 4: Articulate & Propose Your Capabilities & Qualify Opportunity

Goal: Evaluating Options

- Review/Influence the Prospect's Buying/Evaluation Criteria
- Develop Solution and Value Statement with Prospect and Discuss Alternatives and Enhancements
- Document and Agree to the Evaluation and Purchase Process with Power Sponsor. Include Conditions of Satisfaction

**Successful Outcome: Prospect's Power
Sponsor and You Agree to Go Forward with
Preliminary Solution**

RSM Step 5: Finalize Solutions with Prospect

Goal: Selecting the Solution Option

- Refine Solution & Create a Value Proposition with the Prospect
- Build a Solution Proposal and recommend Implementation Plan
- Validate Competitive Strategy and Adjust Tactics as Appropriate (there will be competition) *“he who sets the buying criteria gets the business”*
- Get Agreement to the Relationship and Moving Forward
- Get Prospect to Agree or Modify Contracts & Negotiations Process

**Successful Outcome: Customer Power Sponsor’s
Conditional Approval of Proposed Solution.**

RSM Step 6: Close the Sale

Goal: Resolving Concerns & Deciding

- Make Necessary Refinements to Solutions
- Ask the Tough Questions
- Resolve Any Open Concerns for Final Customer Approval
- Negotiate Final Terms & Conditions
- Prepare Contracts and Obtain Customer Signatures
- Do It Now, Eliminate Surprises latter

Successful Outcome: Prospect becomes a Customer with a signed Win/Win Contract

Negotiation Preparation

- Identify Issues that Require Contract & Negotiations Modifications
- Plan Long-Term
- Identify Areas of Common Ground and Value
- Develop a Range of Acceptable Options Based on Relevant Standards
- BE FLEXIBLE – Understand the interests behind the issues to be negotiated

RSM Step 7: Monitor Implementing The Solution And Ensure Expectations Are Met

Goal: Implementing the Solution and Evaluating Success

- Work with Customer to Track Benefits
- Manage Implementation Activities to Meet/Exceed Customer Expectations
- Checkpoint with Customer to Ensure Conditions of Satisfaction are Met or Exceeded
- Regularly Review Progress with Key Sponsors
- Look for Ways to Extend Customer Value and Create New Opportunities

**Successful Outcome: Customer Acknowledges the
Value of YOUR Solution and the relationship with
your company.**

Create New Opportunities

- Leverage What You Know About the Customer's Business and Environment
- Grow Relationships with Key Players in the Customer Organization
- Use Common Method, Language and Sales Aids to Bring new Solutions to the Customer
- Initiate Conversations Based on Customer Knowledge Gained Throughout the Sell Cycle
- Build Customer Reference Stories for Other Opportunities
- The **Real Gold Mine**

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