

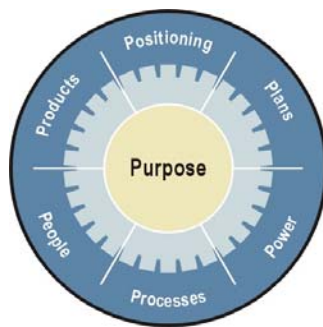


CONSULTING WITH CLIENTS

If your salespeople offer solutions that can mean real change in how your clients do business, resistance to change can stop the sale. *Consulting with Clients* (CWC) helps your salespeople diagnose the client’s change-readiness, identify interests and potential allies, and help set your clients up for successful implementation. Helping them succeed from the earliest points pre-sale puts you at their side as an ally, reduces resistance to change and objections, and reduces the percentage of sales that fail to succeed and grow after the contract is signed.

Technical salespeople often get great technical training, without time to develop the consulting skills needed to create value for clients. They can answer questions and describe potential solutions, but getting them successfully implemented is elusive. They are surprised by resistance and do not have the skills to consult and advise clients on implementing change. Competitive situations require a new job profile for technical sales, with consulting as important as technological proficiency.

7-P Model



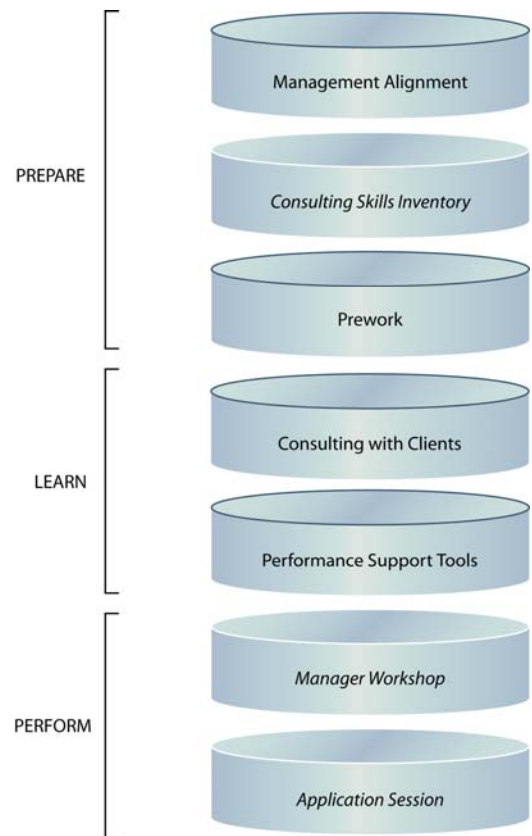
CWC offers models and tools to make sense of complexity and help clients prepare for change. The 7-P Model helps analyze a potential change from seven perspectives to uncover where resistance or misalignment could jeopardize success of the change – and the sale.

VALUE PROPOSITION

CWC provides tools to enable the salespeople to add value by helping the client foresee and deal with potential barriers to the change. CWC means fewer deals ending in disappointment for both the salesforce and the client.

APPROACH

Learning and using CWC is pragmatic and adaptive. It starts with making sure your sales management understands and supports the approach, uses real accounts for practice and planning, and can follow with application coaching to support early success.



CWC can be taught as a series of short sessions, in half-day, full day, and multi-day formats.

CWC has three integrated learning modules:

OUTCOMES BY MODULE

<i>Module: Key Learnings Are...</i>	<i>Your Salespeople Will...</i>
<p><i>Making Sense of Complexity</i></p> <p>How to examine several consulting tools, such as the “Seven P” model, the issues scope and the depth finder. How the models help the salesperson examine all the areas in a client’s business that may be affected by the desired change. The models allow the salesperson to raise critical issues and bring value by suggesting solutions to foreseen and unforeseen difficulties.</p>	<p>Be able to identify areas of a client’s business affected by an intended change and bring unexpected value in resolving difficulties.</p>
<p><i>Creating Productive Relationships</i></p> <p>How to examine personal value and style in a consulting relationship and how it expands the idea to include the “culture” of a whole organization.</p>	<p>Be able to recommend solutions that will “work” within the culture and values of the client organization.</p>
<p><i>Facilitating Meaningful Change</i></p> <p>How salespeople and account team members learn to make agreements with clients around all the big and small steps needed to make a change occur.</p>	<p>Be able to gain alignment on changes needed to implement a complex solution.</p>

ENABLING IMPROVED PERFORMANCE

CWC features planning tools, job aid cards, coaching guides, electronic reinforcement tools, and performance checklists, which ensure that salespeople can hone newly acquired skills and behaviors back on the job. Involving sales managers early and training them to coach for improved performance is also fundamental to a successful CWC implementation.

MEASUREMENT

Organizations that implement CWC have access to measurement and evaluation tools. The planning and coaching tools indicate and demonstrate progress with strategically important accounts.

Sales managers and salespeople can track the impact of CWC on critical business metrics such as win rate, deal size, post-sale customer satisfaction, and other measures.

The optional Application Session provides an early view to the changed behavior and early results, to add an early indicator of impact and areas for increasing implementation effectiveness.

EVALUATION

In most implementations, Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We have a common interest in making sure that CWC brings the results you seek. We are committed to helping you succeed, and we will work with you to set up measurement systems to help move desired change forward and sustain the momentum of your implementation.

This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities, and integrated with your sales process.