

Turning Information into Sales: An Approach to Advanced Discovery

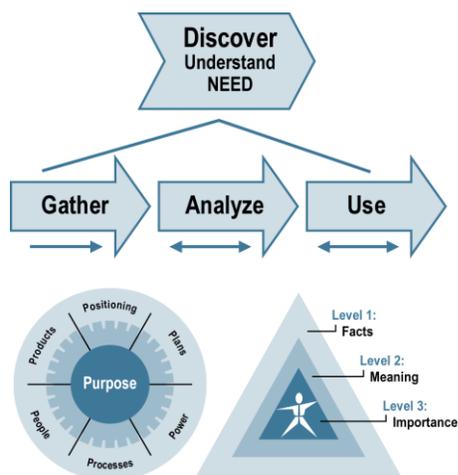


In a competitive marketplace, the salesperson who best understands the client's needs has a distinct advantage. Many salespeople know how to listen for a need and then match a solution to that need. Learning to discover much more than simple connections can yield great rewards. Differentiating on the basis of superior client knowledge helps provide a sustainable competitive advantage. Better information about complex client situations lets the salesperson create high-value solutions for clients and achieve improved sales results.

In *Turning Information into Sales* (TIS), salespeople will be provided with tools to effectively discover business needs, identify what matters, and apply it in successful sales. They will develop the essential ability to discover information needed to create highly satisfactory and compelling solutions.

TIS expands Discovery into the interactive steps of Gather/Analyze/Use, with advanced models to help salespeople do more thorough discovery and know how to use the results.

Sales Process



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Program Outcomes

By applying the tools from TIS to conduct better discovery, salespeople will be able to create solutions that meet client needs in more compelling ways and create solutions that also increase their sales.

Learning Approach

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, TIS includes components and activities that enhance Participant Readiness and Learning Transfer.

Participant Readiness prepares participants and managers for the overall learning experience:

- Pre-workshop communication

Learning Transfer design embeds practice and application of new skills.

TIS was developed for salespeople to directly apply the core learning to their own accounts. In order for this to be most effective, each salesperson will need to gather information on at least one key account prior to attending the course. This information is used throughout TIS to develop a plan that can help create a compelling solution in order to win the sale.

The learning can be flexibly delivered as a:

- One-day face-to-face, application-oriented workshop

Modules: Key Learnings Are . . .

Impact of Information and Sales Process

How missing information leads to lost sales and unsatisfactory solutions; how a fundamental sales approach (Relate-Discover-Advocate-Support) can be leveraged to improve sales by improving the Discover step

The 7P® Model

How to identify gaps in information about a client's organization, and gather useful insights about an opportunity in terms of Purpose, Positioning, Plans, Power, Process, People, and Product; how to apply that insight to improve a potential solution

The 3-Level Technique

How to structure their listening to gather better information and ask appropriate questions to uncover the meaning and importance behind the facts

I2S Planner

How to apply the tools and techniques to specific client opportunities, with guidance from peers and facilitator, using the "Information to Sales" planning tool

Your Salespeople Will . . .

Be able to recognize how inadequate information reduces their ability to create compelling solutions and how it will also limit sales

Be able to improve the scope of information they can apply to an opportunity and improve their solution; be able to reach more people at different levels in the client organization

Be able to turn information into intelligence by gathering better insight into the importance of the client business situation; be able to go beyond the facts to learn meaning and business importance

Have concrete, implementable plans to improve an opportunity within a key account

Continued

Turning Information into Sales (TIS) has four integrated learning modules, as shown above. All can be delivered in modular format over non-consecutive days to allow application between sessions. This program can be taught by a Wilson Learning facilitator or by an organization's own leader-trained in-house professional.

As a result of this integrated approach, participants will continue to apply the skills and tools learned long after the learning event is completed.

Enabling Improved Performance

TIS features various performance application, reinforcement, and support tools, such as a Job Aid Card and the "I2S" Planner mentioned above. These tools ensure that participants can hone newly acquired skills and behaviors upon returning to work. Involving managers early on and training them to coach on advanced discovery is also important for successful TIS implementation.

As an additional option, both individual coaching and follow-up sessions can provide extra reinforcement, accountability, and continuity as the newly advanced discovery skills become an essential part of how salespeople work.

Evaluation

TIS offers clear opportunities for measurement, since it is based on improving knowledge of accounts to increase sales. When sales managers participate, they can observe exactly what difference the salespeople intend to make with key accounts and can monitor and coach to help achieve results.

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes 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 can be integrated with your sales process.