

Upgrade your selling systems

The qualitative part

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The Next Level

What we do and how we do it

- **Specialise in deploying proprietary Sales System to any B2B organisation**
 - **model,**
 - **map,**
 - **design,**
 - **plan,**
 - **measure maximum sales team productivity and RoI**
- **Work collaboratively, transferring tools, skills and knowledge to our clients**

The Next Level Sales System

- **Sales team optimisation and Sales exec effectiveness system**
 - tailored for any business-to-business sales organisation
- **End-to-end suite of modellers, designers, mappers**
 - review, challenge, renew salesteam utilisation, strategy, benchmarks
 - optimise sales process, system, team performance

What is Sales team optimisation? (StO)

40,000 B2B Sales organisations

- **At least “a handful of road warriors”**
 - **Large, heterogeneous collection of customers and prospects**
 - **Repeat visits to align with repeat order consumable products or services**
 - **Customers have multiple and easily switchable supplier choice**
-

40,000 B2B Sales organisations are sub-optimised

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-

What is Sales team optimisation? (StO)

- **Analytics that align Sales team design and process with classification of customer base and profiling of prospect pool**
 - **Maximum productivity and RoI from resource available**
- **Science of engineering a sales team to a tailored system**
 - **Mobilise resource to best utilisation for maximum realisation**

What is Sales team optimisation? (StO)

- **Right person**
- **Right time**
- **Right frequency**
- **Right reason**
- **Right value**
- **Right partnership framework**

Problem solved

- **Failure to deliver maximum revenue/margin**
- **From under-productivity**
- **Due to lack of sales system**

Problem solved ... BUT ...

- **Failure to deliver maximum revenue/margin**
- **From under-productivity**
- **Due to lack of sales system**

But ... optimise what? ... challenge first



The context for many Oz B2B sales orgs

- **The mature market that has not been disrupted ... yet**
- **Relative lack of innovation and consequent commoditisation**
- **Increasing (global) competition**
- **The rise of e-commerce and the educated customer**
- **The race to the bottom**
- **Trends to market consolidation and centralisation**
- **Difficulty in assessing Sales exec productivity and effectiveness**
- **Pressure on justification of expense and RoI of sales team**

The decline of relationship selling

- **Conventional wisdom = relationship underpins sales success**
- **Decoupling of relationship and purchasing decision**

The rise of challenger selling

- **Offers unique perspectives**
- **Strong two-way communication skills**
- **Knows customer value drivers**
- **Identify economic drivers**
- **Comfortable discussing money**
- **Can pressure the customer**

The Challenger Sale



Challenger selling key features

- **Teach**
- **Tailor**
- **Take control**

Challenger selling key features

- **Teach**
 - **Deliver insights that help reframe and see differently**
 - **Teach how to compete better**
- **Tailor**
 - **Contextualise sales messages**
- **Take control**
 - **Leverage constructive tension over all dimensions**

Teaching the customer what they don't know but should

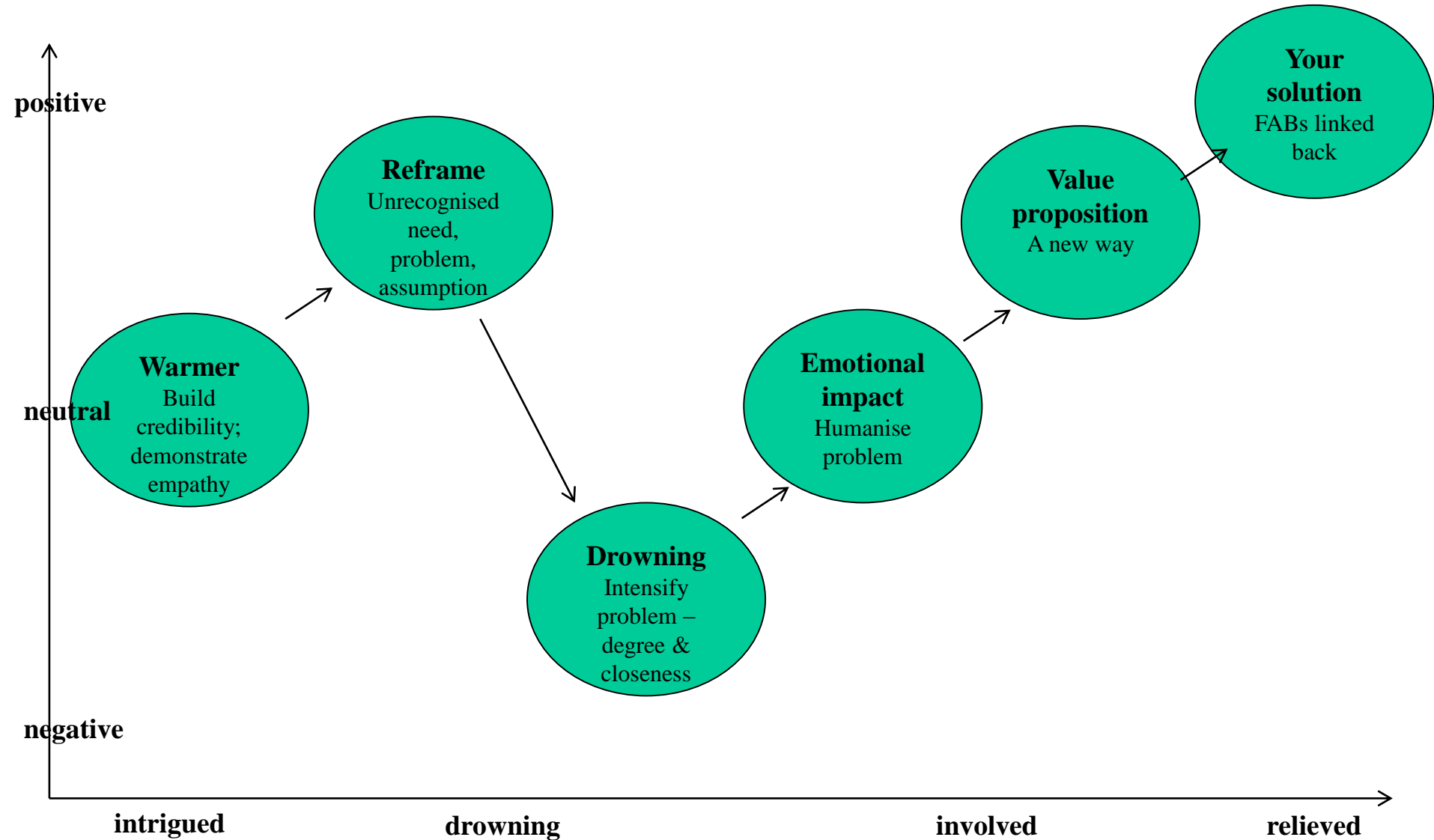
- **Offer unique, valuable perspectives on the market**
- **Help navigate alternatives**
- **Provide ongoing advice or consultation**
- **Help avoid potential land mines**
- **Educate on new issues and outcomes**

Not just any teaching

Commercial teaching

- **Lead to your unique strengths**
- **Challenge customer assumptions**
- **Catalyze actions**
- **Scaled by sales organisation ... and across customers**

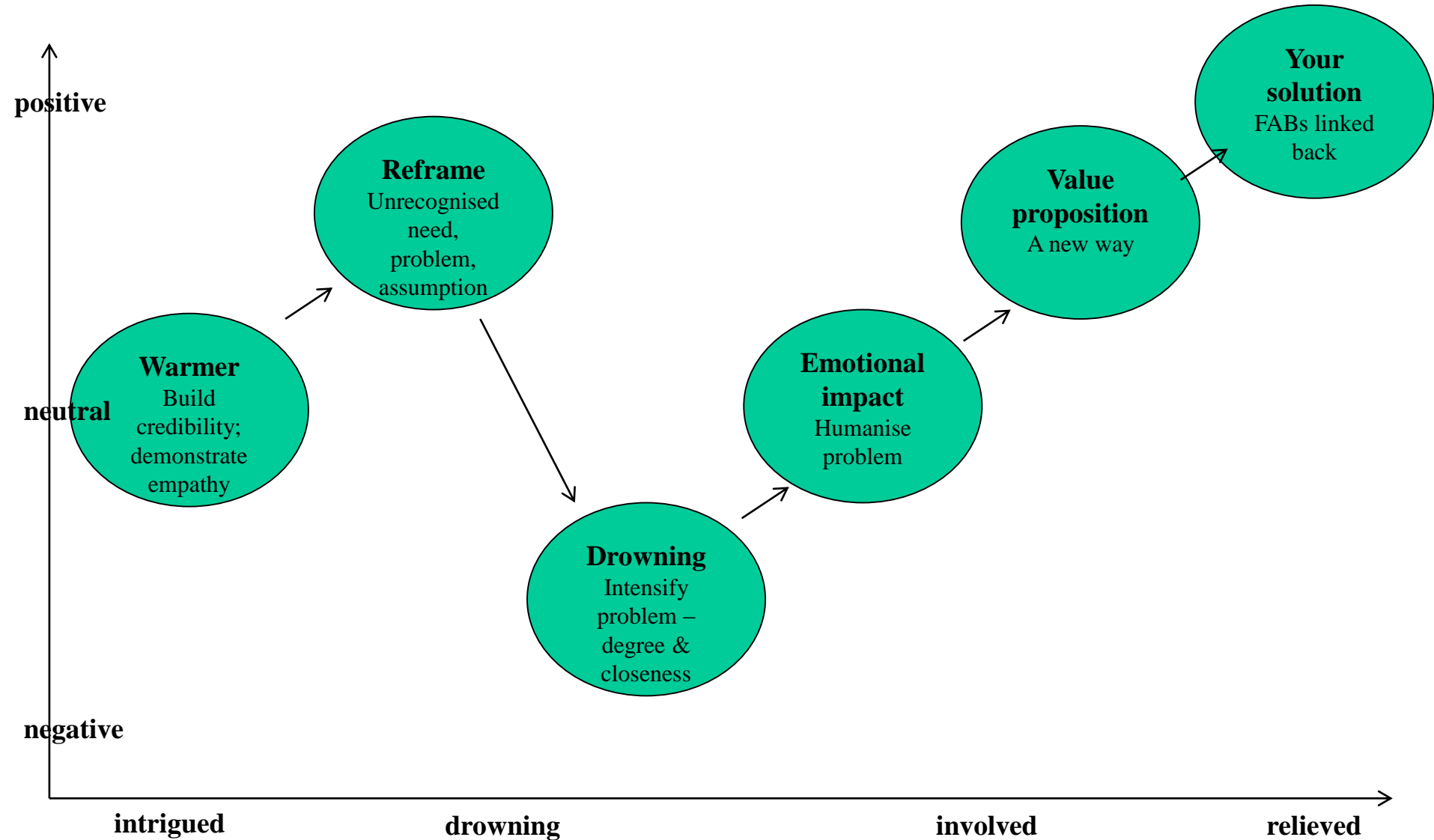
Commercial teaching model



Converting sales relationships to business partnerships



The missing piece



The reality for many of us in mature market, B2B sales orgs

- **Innovation capability is quite low**
- **Cheaper overseas competition is on the rise**
- **Threat of disruption ever present**
- **Perceived commoditisation reins supreme**

The great irony in the way we react

- **Perceived discretionary costs come into focus**
- **Cost of mobilisation comes under scrutiny**
- **Headcount becomes a “lifeline”**
- **Sometimes the sales team is considered part of the root cause**

The great irony in the way we react

- Perceived discretionary costs come into focus
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wrong

The sales team should be the surrogate for absent product/service differentiation



Go back to the future

- **David Maister's classic**
- **Put your organisation to the brutal "come to Jesus" chat**
- **Re-engineer the sales team if you cannot innovate the product service for differentiation**
 - **"the trusted advisor"**

How?

- **Enmesh the Sales Exec with the customer ...**
 - **be first**
- **Ensure the new role design gives the “unfair advantage”**

How?

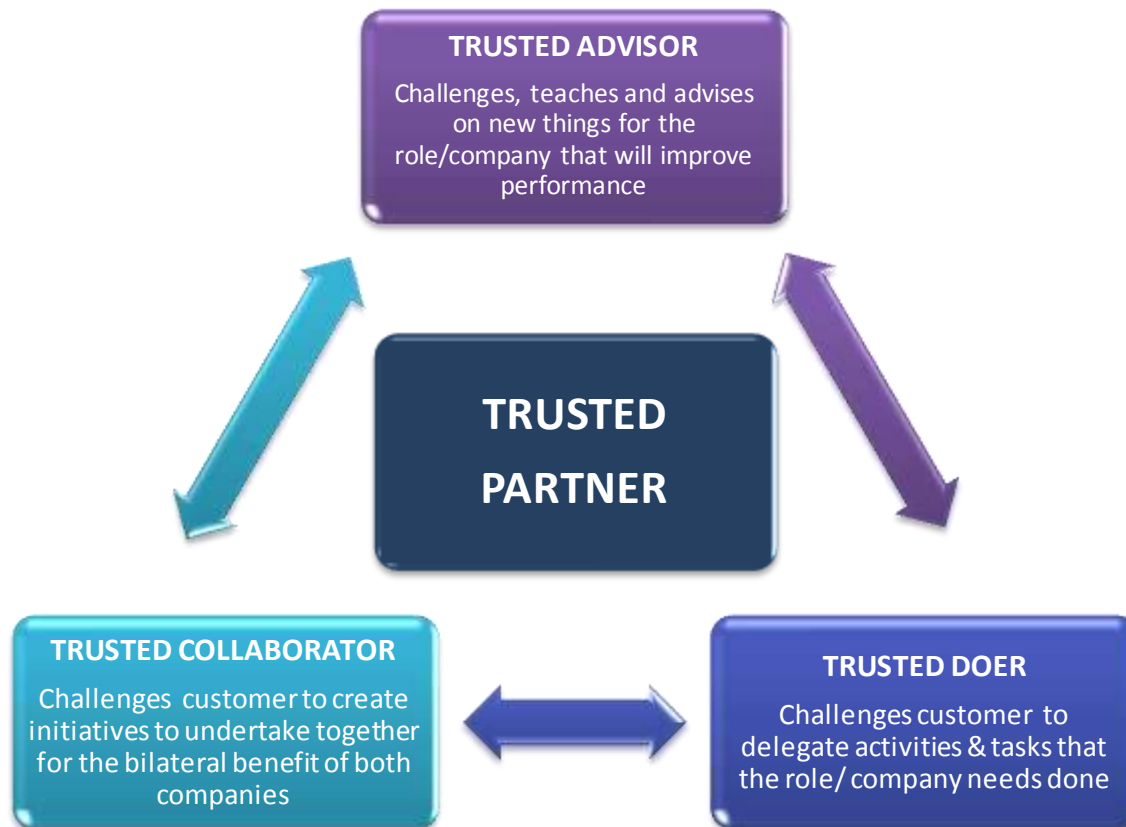
Imagine

Keh?

Are we now telling
Sales teams to stop
Selling???

The entirely different customer conversation

The Next Level Challenger Partnership Model



Be the trusted partner first ... then perform sales and service

The Next Level Challenger Partnership Model



To what extent is your sales and service part of your trusted partner model?

		does this vbr require your company's products/services?	
		<i>Yes</i>	<i>No</i>
does this vbr represent a need already identified by the customer?	<i>Yes</i>	S&S	TP
	<i>No</i>	TP	TP

The entirely different on-going customer conversation

Quid pro quo

The quid pro quo for sustainably increased loyalty and RoI?

- **Written into your preferred supplier agreements ... off-setting / deflecting from price / rate review focus**
- **Elevate the Sales Exec to program director and consequently provides the “unfair advantage”**

Systemitise your challenge

- **Don't leave this to individual Sales Execs**
- **More sales and/or product-application is the last thing Sales Execs need and customers want**
- **"the trusted advisor"**