

“I was able to immediately put the methodology to use in developing a sales strategy for a significant opportunity. Using Strategic Selling®, I was able to clearly assess the customer’s needs and tailor a solution that addressed those needs in a win-win formula.”

SALES PROFESSIONAL, TRAVEL & LEISURE

Strategic Selling® may be the right solution if your company is trying to:

- Secure approval from multiple decision makers.
- Navigate the internal bureaucracy of customers and prospects.
- Gain more visibility into the status of important sales opportunities.
- Allocate resources appropriately for large sales.
- Improve team collaboration to pursue strategic opportunities.
- Forecast revenue with greater accuracy.
- Increase close rates for opportunities with long sales cycles.

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## WHO SHOULD ATTEND

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Any member of the organisation involved in selling, from field sales professionals to senior management to sales support, should be involved in the implementation of your sales process.

Using a common sales process is an effective way to collaborate among those who are in direct and indirect sales roles to improve the speed and accuracy of communication about sales opportunities.

**STRATEGIC SELLING®**  
STRATEGIC SELLING

## YOUR NEXT STEP.

 **Strategic Selling®**

STRATEGIC SELLING PORTFOLIO

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## SUMMARY

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Strategic Selling® helps organisations develop comprehensive strategies to win sales opportunities.

TAKE THE NEXT STEP 

## A WINNING STRATEGY TO ADVANCE YOUR CAREER

**Strategic Selling® provides visibility into sales opportunities, documenting plans with the programme's Blue Sheet.**

This involves first identifying all key players in the customer's organisation, understanding each player's degree of influence and their reasons for buying, and uncovering essential information.

The programme delivers a selling process and action plan to successfully sell solutions that require approval from multiple decision makers in the customer's organisation.

Sales professionals and organisations will be equipped to evaluate their competitive position, address the business and personal motives of each decision maker in the client organisation, and differentiate their company by leveraging its unique strengths.

Strategic Selling® significantly improves the odds of winning complex sales opportunities. It gives organisations a common process and language for pursuing sales opportunities and criteria for allocating resources to determine when to walk away from resource intensive deals with low probabilities of success.

The key to success is learning how to focus time and energy on those opportunities most likely to become profitable, long-term customers.

## HOW YOUR ORGANISATION WILL BENEFIT

### GROWING AS A LEADER.

Enable field sales to:

- Identify and position solutions with the true decision makers.
- Analyse each decision maker's receptivity to change to determine whether a sale is possible.
- Close business consistently from quarter to quarter and avoid the "roller coaster" pattern of sales.
- Allocate limited selling time on quality prospects.

### LEADING TO GROWTH.

Enable sales management and senior leadership to:

- Employ a common language to discuss the status of sales opportunities and establish next steps.
- Quickly identify opportunities that are worth the investment of limited resources.
- Collect and share best practices from top performers with the rest of the sales team.



## TAKE YOUR NEXT STEP.

The training programmes of MHIGLOBAL.ACADEMY provide you with practical sales knowledge, strategies, and tools to enhance your sales performance.

Visit **WWW.MHIGLOBAL.ACADEMY** for all upcoming dates that best fit your needs.

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#### Strategic Selling Portfolio

Strategic Selling® / Advanced Concepts™ for Strategic Selling® / Strategic Selling® Coaching / Negotiate SuccessSM / Strategic Selling® Funnel Management



#### Conceptual Selling Portfolio

Conceptual Selling® / Advanced ConceptsSM for Conceptual Selling® / Conceptual Selling® Coaching / Executive ImpactSM / Securing Strategic AppointmentsSM



#### Large Account Management Process Portfolio

Large Account Management ProcessSM (LAMP®)



#### Professional Selling Skills Portfolio

Professional Selling Skills® / Professional Sales Negotiations™ / Professional Sales Coaching™



#### Channel Success Essentials Portfolio

Channel Partner ManagementSM