

Every interaction with your customers include critical points-of-impact where what you say and how you say it can dramatically influence the outcome of your sale. Are you establishing credibility and gaining commitment with every sales call? Are you consistently moving your sales toward a close?

*Conceptual Selling*® outlines a unique, four-part questioning process that helps you differentiate your company, product or service from your competition, secure missing information, achieve commitment, and ultimately establish win-win relationships. Understanding why your customer's really buy, will significantly improve both your confidence and their credibility with your most valuable customers.

### What You'll Learn

- Leverage a unique, proactive questioning process to secure missing information.
- Get inside the customer's head by understanding the decision-making process
- Position your company more effectively by utilizing your unique strengths
- Identify why a customer "won't commit"—and what to do about it
- Distinguish between an objection and a basic issue and learn how to overcome them
- Position yourself confidently with senior executives
- Define realistic expectations for sales call outcomes
- Establish credibility with every buyer, every time

### Why You Should Attend

*Conceptual Selling*® is call planning for sales managers and sales professionals who want to improve all customer interactions, including phone conversations, face-to-face discussions and email correspondence.

- Do you understand the needs and motivators behind why your customers' buy?
- Are you differentiating yourself based on your unique strengths?
- Do you have the right tactics to gain commitment with your customers?
- Do you know how to overcome roadblocks and get back on track?
- How are you handling customers that won't commit?
- Are you moving your sales forward with every interaction?

# Conceptual Selling®

## Participant Program Overview

MILLER  
HEIMAN™

### Conceptual Selling® Overview

In the *Conceptual Selling*® program you will learn, apply, and practice the following sales call planning strategies and tactics.

### Customer's Concept

- Understand what the Customer's Concept is and why it is necessary to understand it
- Connect the Concept Sale and the Product Sale
- Know why the Concept Sale always has to come first

### Action Commitments

- Set customer action targets for every call
- Determine your Best Action Commitment: the most you can expect from the customer as a result of the call
- Identify your Minimum Acceptable Action: the least you'll settle for
- Know what to do when you "can't get" the minimum
- Use the Guidelines for Commitment: make sure they are specific, realistic, and measurable

### Single Sales Objective

- Learn the most common error in setting objectives
- Identify Single Sales Objectives that are measurable and tangible
- Hear examples of "fuzzy" and sharply defined SSOs

### Valid Business Reason

- Establish a business reason for each call
- Develop the criteria you must have for an effective VBR

### Credibility

- Hear why credibility is key to getting started in every call
- Learn the three types of credibility: earned, transferred, and established by reputation
- Understand why you should test your credibility on every call

### Getting Information

- Recognize what information is missing and who is the best person to ask
- Leverage questioning as a process to confirm and uncover information
- Explore the five question types: Confirmation, New Information, Attitude, Commitment, and Basic Issues

### Superb Communication

- Maximize the understanding between yourself and the customer
- Compare the effects of "Question Shock" and Golden Silence
- Discover the proven benefits of Golden Silence

### Giving Information

- See why differentiation is imperative to buying decisions
- Understand the importance of leveraging your unique strengths to differentiate your company, product or service
- Decipher the difference between unique strengths and features and benefits
- Use the acid tests for differentiation: "So what?" and "Prove it!"

### Sales Call Approaches

- Compare traditional selling approaches and the joint venture
- Evaluate which works and which doesn't
- Utilize logic to get to win-win results with your customers

### Getting Commitment

- Learn how each sales call ends on what the customer will do next
- Know when the customer is ready for action by understanding commitment signals
- Define why customers won't commit and overcome basic issues

### Sales Call Plan

- Bring it all together and detail your action plan for your upcoming sales calls
- Use the Green Sheet checklist questions to build your strategy