



Miller Heiman Sales SystemSM

BENEFITS

- Win complex sales
- Shorten sales cycles
- Reduce cost of sales
- Improve deal flow and forecasting

THE OVERVIEW

Strategic Selling® is our process for developing comprehensive deal strategies to help our clients win high-value complex sales.

When an organization makes a significant purchase, the decision-making process can get extremely complicated. Several players with different objectives, motives and degrees of influence get involved; emotions and politics further complicate matters. This dynamic creates major challenges for Sellers, who must often form a team of their own experts to identify the buying players and their extent of influence, understand their concerns, and develop strategies to win their support. Many deals are lost or delayed at the last minute because a key buying influence has been overlooked. In a large deal, information is power.

Strategic Selling® gives our clients a clear process to gather essential information and develop winning deal strategies. This includes identifying all important decision makers and influencers and their motives, developing internal coaches, evaluating competitive positioning, and building action plans to shore-up weaknesses and uncover uncertainties. It enables our clients to understand the scope of the deal, organize their efforts to cover all the bases, and set objectives and timelines necessary to move the opportunity forward.

We typically deliver *Strategic Selling*® through workshops on our client's premises or at one of our many public sessions. These workshops require participants to work live deals so they can deliver fast results. We follow this up with on-going coaching, support, technology and measurement to ensure successful adoption.

Since *Strategic Selling*® gives our clients a common process and language, they can more quickly and effectively mobilize deal teams to pursue large opportunities. It also gives Managers better visibility into individual deals and their sales funnel so they can better identify and allocate support resources, manage deal flow, forecast revenue, coach their salespeople, and learn from their experiences.

Most importantly, it helps sellers shorten sales cycles and close business by leaving nothing to chance.

Miller Heiman, Inc.

■ 10509 Professional Circle
Suite 100
Reno, NV 89521

■ P: 877.552.1065

■ F: 775.827.5517

■ W: www.millerheiman.com