MILLER HEIMAN®
The Sales Performance Company

Advanced Concepts℠

Expanding the expertise and effectiveness of the sales professional

Overview

Advanced Concepts℠ provides Miller Heiman alumni additional resources to support the processes and methodologies learned at the program workshop to overcome everyday sales challenges. Promoting growth and success, the modules present practical ideas and advice for salespeople and their managers to successfully handle difficult situations that occur in the sales process.

Advanced Concepts℠ supports the overall goals of increasing productivity, improving forecasting, achieving quota, protecting margins, and increasing sales. It does this by helping Miller Heiman alumni consistently adopt and skillfully apply effective processes that have been proven to bring outstanding results.

The innovative delivery of content incorporates features such as video, animated slideshow, downloadable white papers and hands-on exercises that adapt to different learning styles. Focusing on the biggest issues and obstacles that salespeople and managers face during the sales process, Miller Heiman subject matter experts expand on key concepts learned in Miller Heiman programs and provide highly-tactical advice on how to effectively execute on those critical elements of the process. It's like having a team of world-class coaches who are constantly fine tuning your strategy to win.

By the end of each module, the salesperson will have new information and specific actions he or she can apply immediately to the opportunities being pursued using elements of the Miller Heiman methodology. Salespeople can refer back to this resource for ideas on specific topics whenever the need arises.

Supporting Stewards of Change

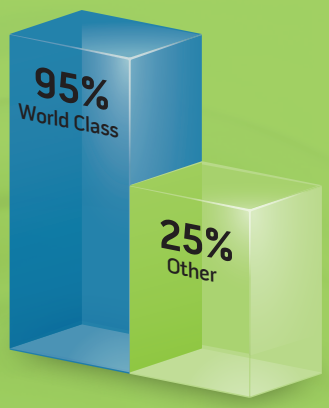
Miller Heiman understands that sales managers are the stewards of the change initiative. *Advanced Concepts*℠ provides tools to turbo-charge front-line sales managers so they can be even more capable leaders.

Aside from the modules that their sales team members receive, sales managers get additional components to support them as they coach their team to fine-tune the process application. Cognizant of the many roles that sales managers play and the limited time available to coach, *Advanced Concepts*℠ offers sales managers turnkey, preformatted agenda and coaching questions that challenge assumptions salespeople make in the selling process. *Advanced Concepts*℠ provides sales managers the means to become true coaches that help their teams succeed.

Leverage the best practices of top performers

World-Class Sales Organizations not only know what their top performers are doing, but they are enabling others to be successful through these insights. This is just one of the best practices that have helped them improve productivity among the sales team and increase revenue compared to other organizations.

Advanced Concepts℠ culls the best practices of Miller Heiman experts who bring real-world experience from their sales careers. Featured experts in this series have led organizations to great success, and they offer their insights to Miller Heiman alumni as they continue to build on effective processes and winning practices.



"I've been working with a customer who was stuck in the mud for the last 4 months. After going through a module in *Advanced Concepts*℠, I came up with the right questions to bring out the Basic Issues. He called back right after I sent the email. It was literally a "stuck to contract" deal in 15 minutes."

— Sales Representative, Professional Services

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As every member of the organization becomes aligned with the process application, the volatility of the sales cycle is reduced and the selling process becomes more predictable. This forms the foundation that allows executives to manage the business more precisely, managers more accurate forecasts, and sales people an added edge when selling.

***Advanced Concepts℠* supports organizations in their efforts to:**

- Expand the expertise of their salespeople and sales managers
- Continue the learning process beyond the training event to help support and enable best practices and successful process adoption
- Provide managers and team leaders with coaching and support exercises to advance deals to close
- Maximize the gains from the training investment by maintaining the discipline of effective processes and winning practices

Who Should Have Access:

All *Strategic Selling®* and *Conceptual Selling®* alumni, from field sales to sales leadership, should participate in the *Advanced Concepts℠* series. This extended roll out will help increase adoption of the process and the common language.

How Your Organization Will Benefit:

Enable field sales to:

- Have instant access to best practices, tips, and tools to overcome common sales challenges
- Continue learning how to apply the *Strategic Selling®* and/or *Conceptual Selling®* process

Enable sales management and senior leadership to:

- Have monthly one-on-one or team meetings around a particular topic or sales challenge
- Get detailed information on how to coach their salespeople to improve effective selling behaviors
- Ensure the *Strategic Selling®* and/or *Conceptual Selling®* process is successfully implemented by going beyond the standard workshop approach

Other *Advanced Concepts℠* Series Coming Soon:

- *Large Account Management Process℠*

About Miller Heiman

Miller Heiman helps companies and individuals that compete for high-value, business-to-business sales develop strategies, processes and skills to consistently win business – especially when the sales process is complex and the marketplace demanding. We are the world's largest sales performance consulting and training firm and the preeminent thought leaders in the space. Quite simply, nobody knows sales performance better than we do. With corporate headquarters in the United States, United Kingdom, and Australia, Miller Heiman offers programs worldwide in 20 languages.

Related Offerings

Strategic Selling® Coaching
Driving sales process adoption through coaching to increase success in critical sales opportunities.

Strategic Selling® Funnel Management
Increasing sales forecast accuracy and improving funnel management.

Conceptual Selling® Coaching
Driving sales process adoption through coaching to increase use of effective communication behaviors.

Securing Strategic Appointments℠
Contact strategy for generating appointments

Executive Impact℠
Strategy for securing executive approval