

# Strategic Selling® Coaching

Advancing Adoption of the Strategic Selling® Process

## Overview

Miller Heiman's *Strategic Selling® Coaching* provides organizations with a powerful way to support their overall strategy to reinforce consistent and proper application of the *Strategic Selling®* process. This program offers a mentor perspective with the objective of guiding team members in the ongoing use of the tools provided in *Strategic Selling®*.

*Strategic Selling® Coaching* helps those who have leadership responsibilities that include opportunity collaboration and pursuit, sales operations, and coaching. Participants will work with a Miller Heiman expert to detail the right method for analyzing Blue Sheets. They will also develop strategies to emphasize the value of using a common sales process and language for the sales team and the rest of the organization. This advanced course provides best practices and additional tools for coaching and for conducting review sessions to ensure Red Flags and Strengths within the sale are uncovered.

This program offers participants a way to develop individual coaching plans to increase the use and effectiveness of the *Strategic Selling®* tools and processes. This coaching session will reveal how thoroughly the team has adopted concepts into their every day sales practices.

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

- Implement on-going reinforcement of the *Strategic Selling®* process.
- Improve comprehension of the program concepts.
- Increase consistent use of the Blue Sheet tool.
- Enhance the value of Blue Sheets with one salesperson or the entire team.
- Reinforce the selling behaviors and activities that move sales opportunities through the funnel.

\**Strategic Selling®* is a prerequisite for this program.

## Coaching to Win

In World-Class Sales Organizations, salespeople are more likely to provide visibility to deals that are in trouble. Early visibility allows sales managers to provide coaching that can get a sale back on track.

**Our salespeople immediately communicate with management when something unexpected happens to jeopardize a deal.**



"It has really helped me be more involved in the sales process of my managers. I am able to work with them on their accounts and help them grow their business."

— Manager, Staffing and Recruiting

# Program Facts

## Strategic Selling® Coaching

### Who Should Attend

Any member of the organization responsible for ensuring the adoption and utilization of the *Strategic Selling®* process or who acts as a mentor to other salespeople.

### How Your Organization Will Benefit

Provides field sales with:

- Consistent coaching and reinforcement of the concepts, terminology and process within *Strategic Selling®*.

Enable sales management and senior leadership to:

- Develop a deeper level understanding of the process and concepts.
- Ensure proper use and application of *Strategic Selling®*.
- Coach salespeople on their strategies for pursuing key sales opportunities.

### Delivery Options

- Regularly scheduled live public programs (1-day)
- Tailored on site live programs (1-day)
- Group or self-study virtual programs
- Train-the-Trainer (Client Associate)

### Related Offerings

***Strategic Selling® Funnel Management*** – Increasing accuracy and improving funnel management.

***Conceptual Selling®*** – Communicate effectively to uncover and align with the customer's buying process.

***Large Account Management Process<sup>SM</sup> (LAMP®)*** – Strategic planning for protecting and growing key accounts.

### 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.