

COURSE SYNOPSIS

STRATEGIC ENTERPRISE SELLING



WHAT IS STRATEGIC ENTERPRISE SELLING?

'Strategic enterprise selling' is the process of managing high value sales to large organizations where there is political complexity and a multi-faceted business case requiring the support of multiple stakeholders. Success is built on trust established through strong rapport-building and communication skills with masterful execution of relationship management, competitive strategy, business value creation and alignment with the buyer's evaluation, selection and procurement processes.

WHY SELECT THIS COURSE?

This course teaches a way of thinking and operating that leads to sustained high performance. Course participants learn that success in professional selling requires a philosophy of value creation through senior executive engagement focused on understanding critical business issues and delivering genuine insights; followed by the execution of the right strategies that build trust and create business value for the buying organization. The RSVPselling™ framework has been proven in highly competitive and complex enterprise selling environments.



COURSE OUTLINE

The Strategic Enterprise Selling course covers 'sales fundamentals' in the areas of communication, rapport-building, understanding personalities and working with personal agendas. Workshops for creating and communicating business value are also included along with frameworks for creating trust, developing strategy, leveraging competitive strengths, engineering value and navigating political complexity while aligning with the buying organization and creating win/close plans.

COURSE CONTENT

Introduction

- Course objectives and defining professional selling
- Evolution of professional selling and Value Quadrant
- RSVPselling™ overview

Relationship Selling

- The New ROI and selling at the right level
- Building trust through active listening to create understanding
- Communication variables (personality, etc.) and building rapport
- Ten behaviours for positive influence
- Ten laws of relationship selling

Value Creation

- Understanding and creating genuine business value
- The client's value definition and assessment criteria
- Identifying, evidencing and leading to your unique value (workshop)
- Questions that create progression and shape requirements (workshop)
- Creating your executive value insight message that hooks interest (workshop)

Strategic Selling

- Introduction to strategic selling
- Mapping the power base and buying center
- Personal agendas versus corporate drivers
- Profiling individual decision makers
- Competitive engagement strategies and case study
- Ten laws of strategic selling

Process Alignment

- Creating buyer and seller alignment
- Opportunity qualification tool tailored for your market (workshop)
- Process and timing alignment through close plans (workshop)
- Opportunity management
- Personal leadership and Key Performance Indicators (KPIs)

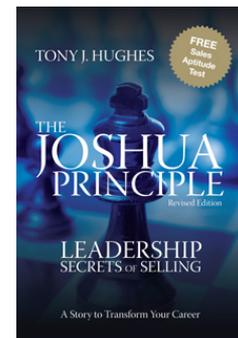
Summary

- The seven sins to avoid and affirmations for sales success
- Review key outputs actionable commitments

PRE-LEARNING AND PREPARATION

Course preparation is essential for participants to enable them to focus on hands-on activities during the course to implement strategies: Pre-learning tasks include:

- Connect to Tony in LinkedIn <https://www.linkedin.com/in/hughestony> and follow <https://www.linkedin.com/in/hughestony/detail/recent-activity/posts/>
- Reading – blog post article: <https://www.linkedin.com/pulse/creating-awesome-linkedin-profile-tony-j-hughes/>
- Read the book: The Joshua Principle – Leadership Secrets of Selling
- Arrive ready to deliver an executive ‘pitch’ (30 seconds and without slides) to a potential c-level buyer who is an unqualified prospect and with the aim of securing a forty-minute meeting.



LEARNING OUTCOMES AND DELIVERABLES

The course is designed to equip participants to:

- Improve new business win rates and increase average deal size
- Think and act more strategically and create greater customer value
- Create stronger competitive differentiation through insight and value
- Influence and communicate more effectively, and execute with greater self-management and personal leadership.
- Align teams internally in how they communicate and efficiently and effectively

The course will produce the following individual tools for participants:

- Unique value identification sheets with linkage to customer business benefits
- Questioning toolkit tailored to create differentiation with specific buyer roles
- Executive business value messaging (pitch) with questions to take control
- Buyer profiler for summarising buyer role, agenda, personality type, etc.
- Tailored Opportunity Qualification Tool with action tracking
- Customized Close Planner for creating alignment and forecast accuracy

The course can be delivered over two days or in four separate half-day sessions. For an overview of the principles plus testimonials and further information about the concepts, visit website www.RSVPselling.com.

ABOUT THE COURSE CREATOR

Tony Hughes has thirty years of corporate and sales leadership experience with record-breaking personal and team sales results. He has a positive track record, and international experience, as a winning CEO and Sales Director creating outstanding team culture and profitable growth.



Tony is also a bestselling author and the most read person in LinkedIn on the topic of B2B selling. He has more than 500,000 followers of his blogs and his most recent book, COMBO Prospecting, is published by the American Management Association (HarperCollins). Tony's first book, The Joshua Principle – Leadership Secrets of Selling, is a business best seller and in its 9th printing. Top Sales Magazine ranks Tony as the most influential person in Asia-Pacific for professional selling and he was subsequently invited to be a regular columnist for Top Sales Magazine.

Tony's unique strategic sales methodology, RSVPselling™, has delivered hundreds of millions in sales and his framework for modernizing the way people sell with social media provides a way for sales people to personally create sales pipeline. Tony teaches 'modernized selling' within the MBA program at the University of Technology, Sydney and sits on a number of boards. He speaks at conferences internationally and his consulting clients include globally known brands such as Salesforce, Flight Centre Travel Group, Red Hat, and many others.



#1 Sales Blogger Worldwide 2017 - Top Sales World Magazine
#1 Sales Blogger Globally 2017 - Best Sales Blogger Awards
#3 Global B2B Sales Expert & Thought Leader 2018 - LinkedIn

Speaker and author website: www.TonyHughes.com.au
Sales methodology website: www.RSVPSelling.com
LinkedIn blog: www.linkedin.com/today/posts/hughestony
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RSVP Selling COMBO PROSPECTING

Tony J. Hughes

THE JOSHUA PRINCIPLE
LEADERSHIP SECRETS OF SELLING
TONY J. HUGHES

COMBO PROSPECTING
THE FORTRESS OF SALES
TONY J. HUGHES

For additional information:

- LinkedIn profile: <https://www.linkedin.com/in/hughestony/>
- Speaker website: <https://www.tonyhughes.com.au/>
- Sales methodology website: <https://www.rsvpselling.com/>