

INTRODUCTION TO SOLUTION SELLING

ABC stands for your company

XYZ stands for the type of solution your client is looking for

Prepared by: Eric van 't Hoff, 19/09/02

The Sales Process takes a potential client along six clearly defined phases with the aim to create a superior proposal, win the deal and minimise sales costs



Qualification

Identify client business issues

Qualify client's intent to solve and spend

Create interest and desire in ABC's value proposition

Build relation with client's buyer network



Needs Assessment

Identify client's target business processes

Assess client's functional and technical needs

Determine client's buying criteria and decision process

Qualify ABC own capability to deliver



Solution Design

Design a solution that satisfies client's exact needs

Demonstrate ABC superior ability to build and deliver the desired solution

Strengthen relation with client's buyer network



Solution Scoping

Assess client 'IT infrastructure and implementation requirements

Define the Scope of Work

Develop the joint approach to implement the designed solution



Proposal

Create a proposal for the delivery, implementation and support of the designed solution

Negotiate the conditions for obtaining client's final approval

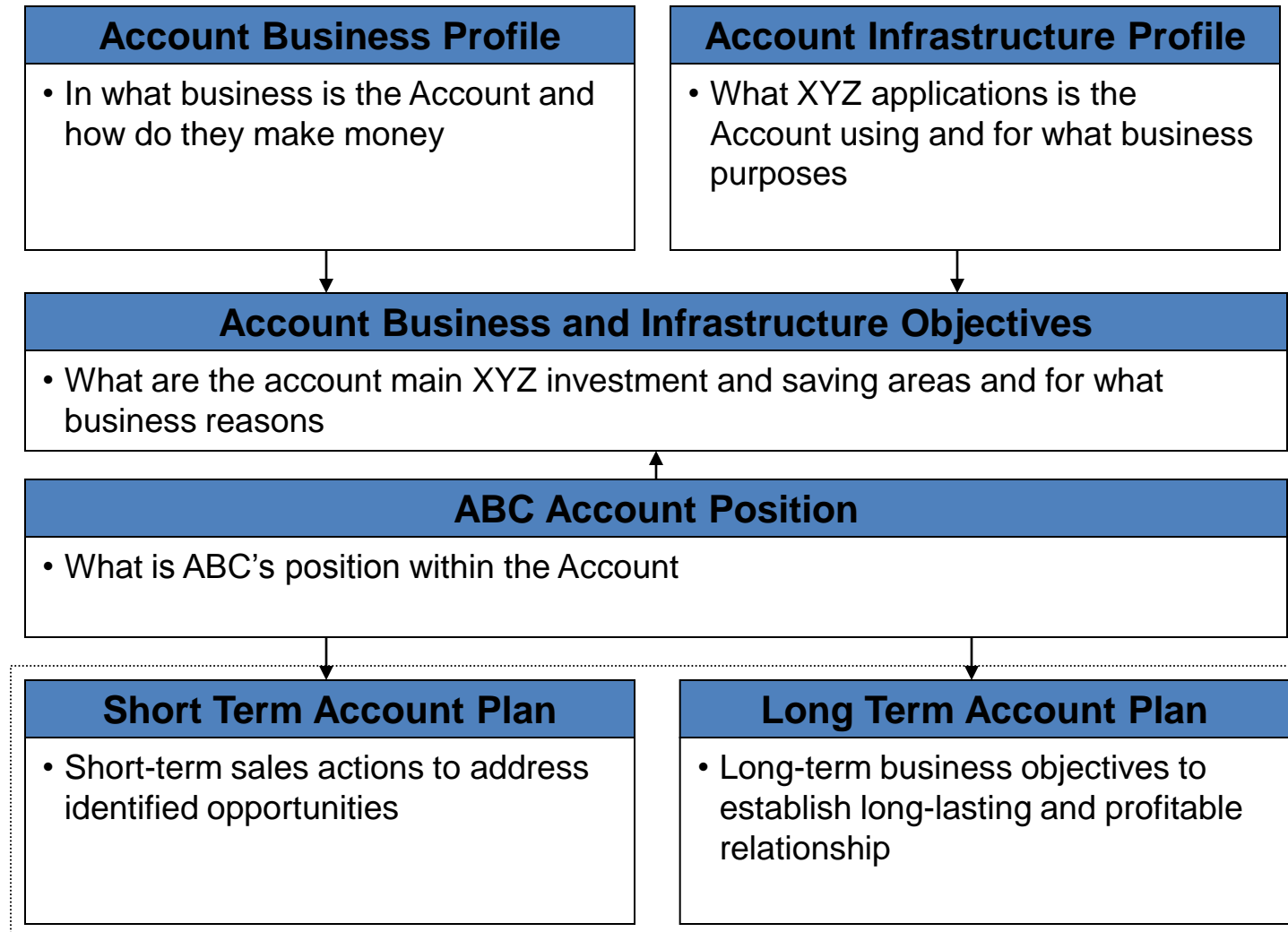


Finalising Contract

Formalise the contract for delivering, implementing and supporting the approved solution

Obtain the client agreement for executing the provided contract

The business potential of a prospect is analysed by creating an account plan and updating it along the sales cycle



An Account Plan should typically contain the following information, including a thorough SWOT analysis

1. Account Business Profile

1.1 Business Profile

1.1.1 Vision, Mission and Strategy

1.1.2 Key Business Activities

1.1.3 Value-Chain Processes

1.1.4 Competitive Forces

1.2 Business Operation

1.2.1 Business Organisation

1.2.3 Key Executives

1.3 Business Performance

1.3.1 Business Performance

1.3.2 Financial Results

2. Account Infrastructure Profile

2.1 Account Profile

2.1.1 Vision and Strategy

2.1.1 Organisation structure

2.2 Account Operation

2.2.1 XYZ Applications (in place)

2.2.2 Share of Wallet per XYZ supplier

2.3 Account Tender Process (per application)

2.3.1 Acquisition process

2.3.3 DMU and key influencers

3. Account Business/Infra Objectives

3.1 Business Investment/Saving areas

3.1.1 Short and medium term

3.1.2 Long term

3.2 Account Investment/Saving areas

3.2.1 Main needs and key buying criteria

3.2.2 Budget indication

4. ABC Position Analysis

4.1 Service Offerings History

4.1.1 Service Offerings in place

4.1.2 Service Offerings terminated

4.1.3 Service Offering lost

4.2 Contact Map year-to-date

4.2.1 Relation map

4.2.2 Satisfaction map

5. Sales Account Plan

5.1 SWOT Analysis

5.1.1 Short/Medium term SWOT

5.1.2 Long Term SWOT

5.2 ABC Objectives

5.1.1 Short/Medium term sales objective

5.1.2 Long Term business objectives

5.3 Action Plan

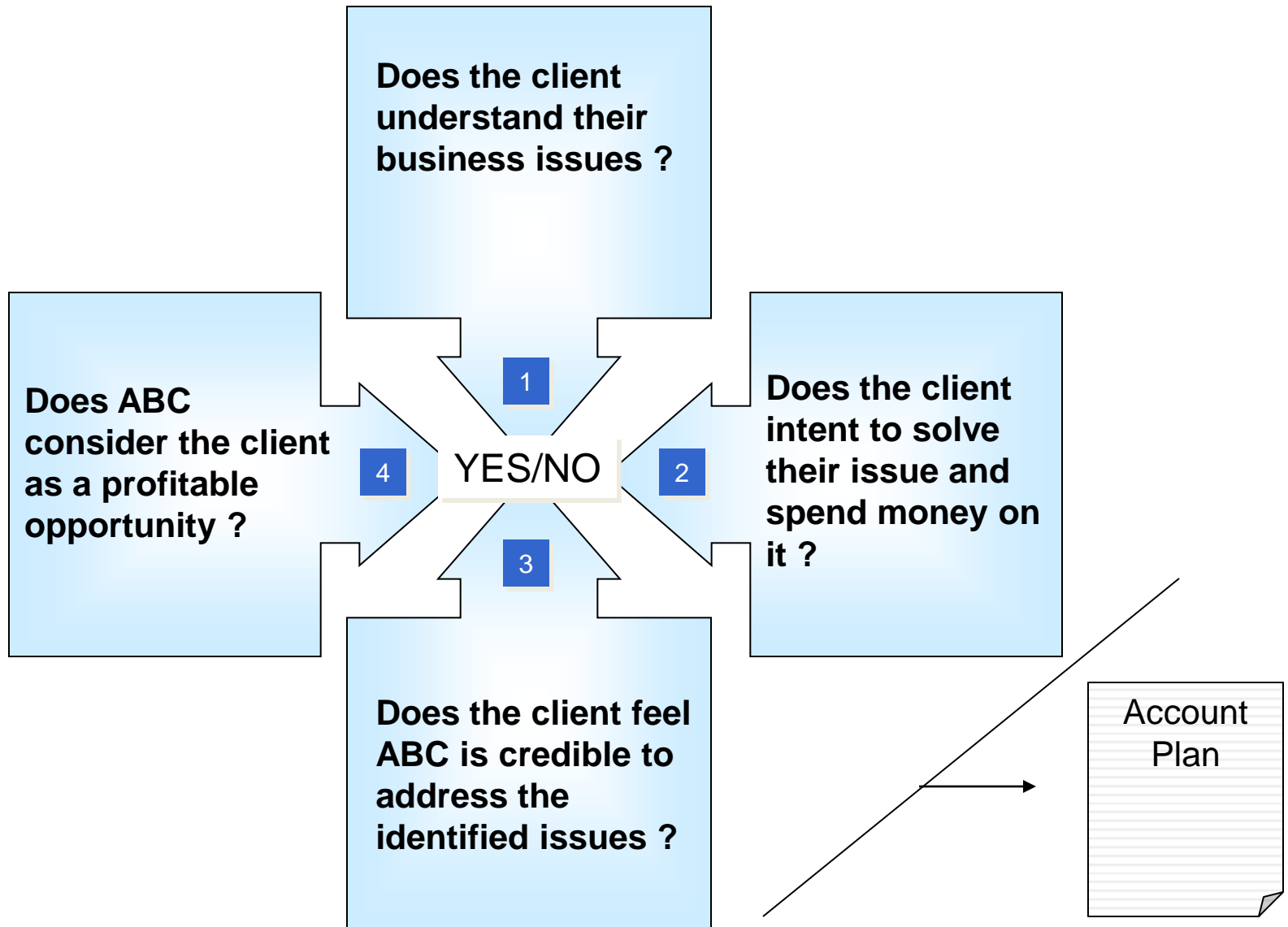
5.3.1 Short/Medium term sales plan

5.3.2 Long-term business plan

ABC stands for your company

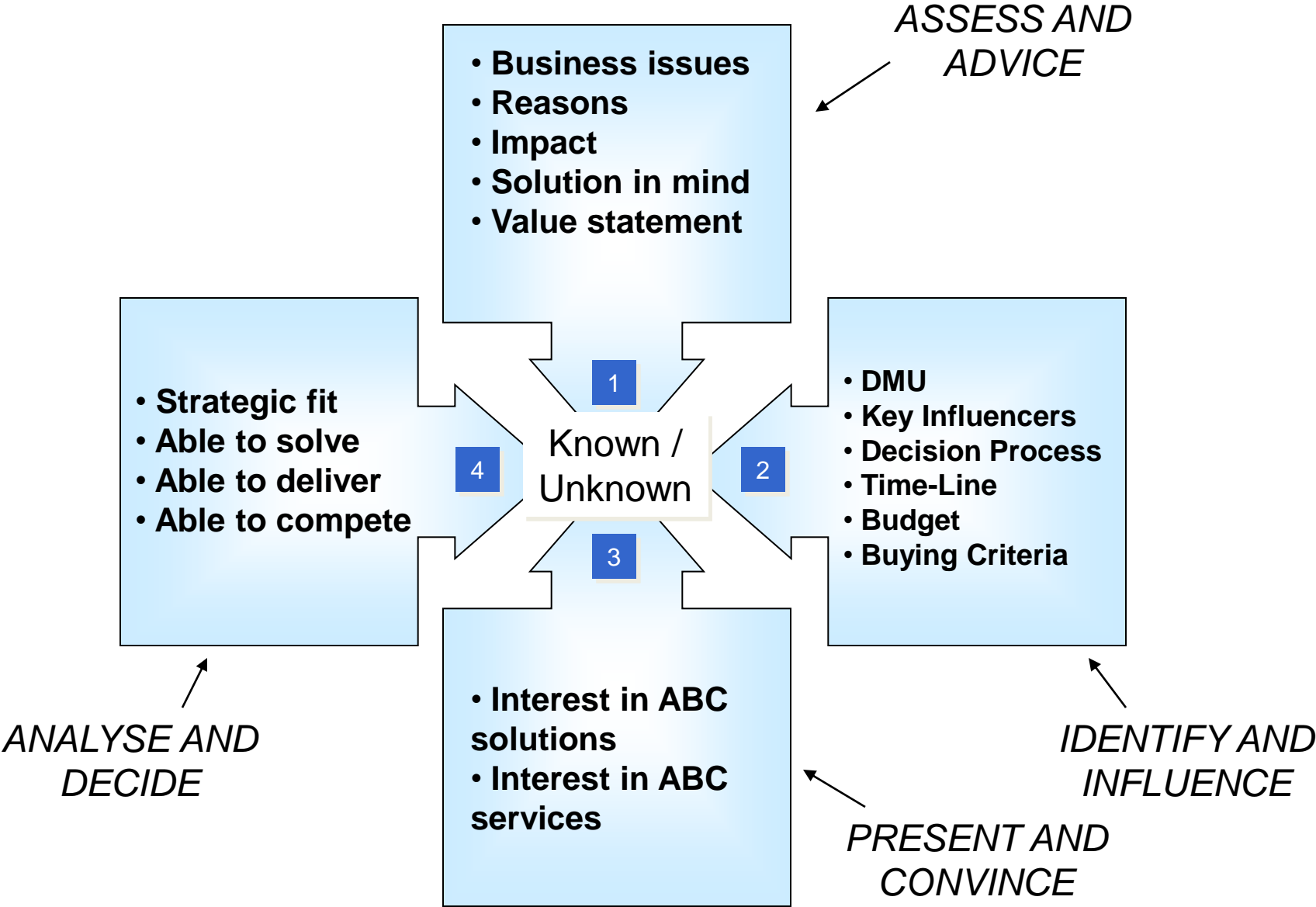
XYZ stands for the type of solution your client is looking for

The activities of each sales phases should be aimed at answering 4 key questions prior moving to the next phase

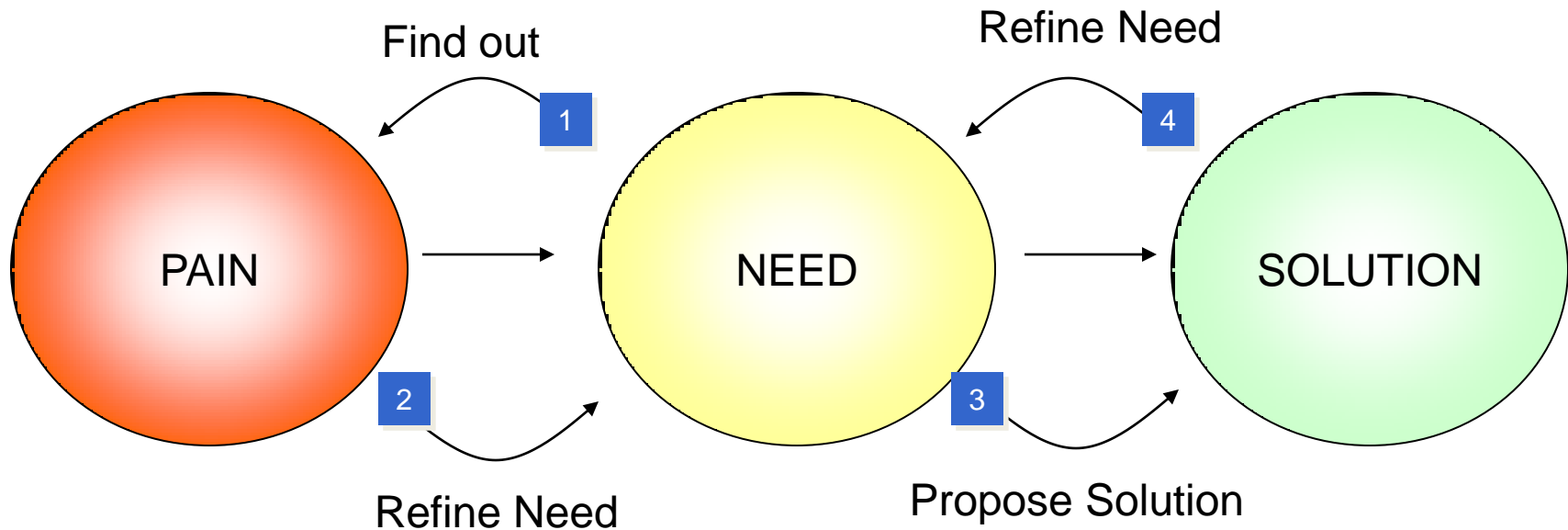


Moving into System Integration

A different approach is required for obtaining an answer to the 4 key questions



Proposing a solution in a consultative way demands for a throughout understanding of the pains behind the identified needs



***Diagnose before you prescribe !
And always talk the language of the customer!***

Typical buyer behaviour:

- Doctor? I need a Antibiotic Cure
- Supplier? I need a Contact Centre
- System Integrator? I need a CRM solution

Typical box seller:

- I herewith prescribe you a antibiotic cure
- Take a look at our beautiful Contact Centre
- We have plenty of terrific CRM solutions

The Solution Selling Matrix is a perfect tool to define an initial solution for addressing the pains of a prospect



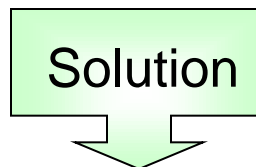
Open	What is causing you to have this pain ?	Besides yourself, who else is impacted by this pain and how ?	What is it going to take you to solve this pain ?
Control	Is it because ... ?	Is this pain also causing ... ?	What if there would be a way for you to, would that help ?
Confirm	So the reasons for your pain are ... ?	From what I just head, this isn't just your problem, but a problem that is affecting ?	From what I just head, if you had the ability to, could you solve this pain ?

SOLUTION SELLING MATRIX

**Diagnose
Reasons**

**Explore
Impact**

**Visualise
Capabilities**



Moving into System Integration

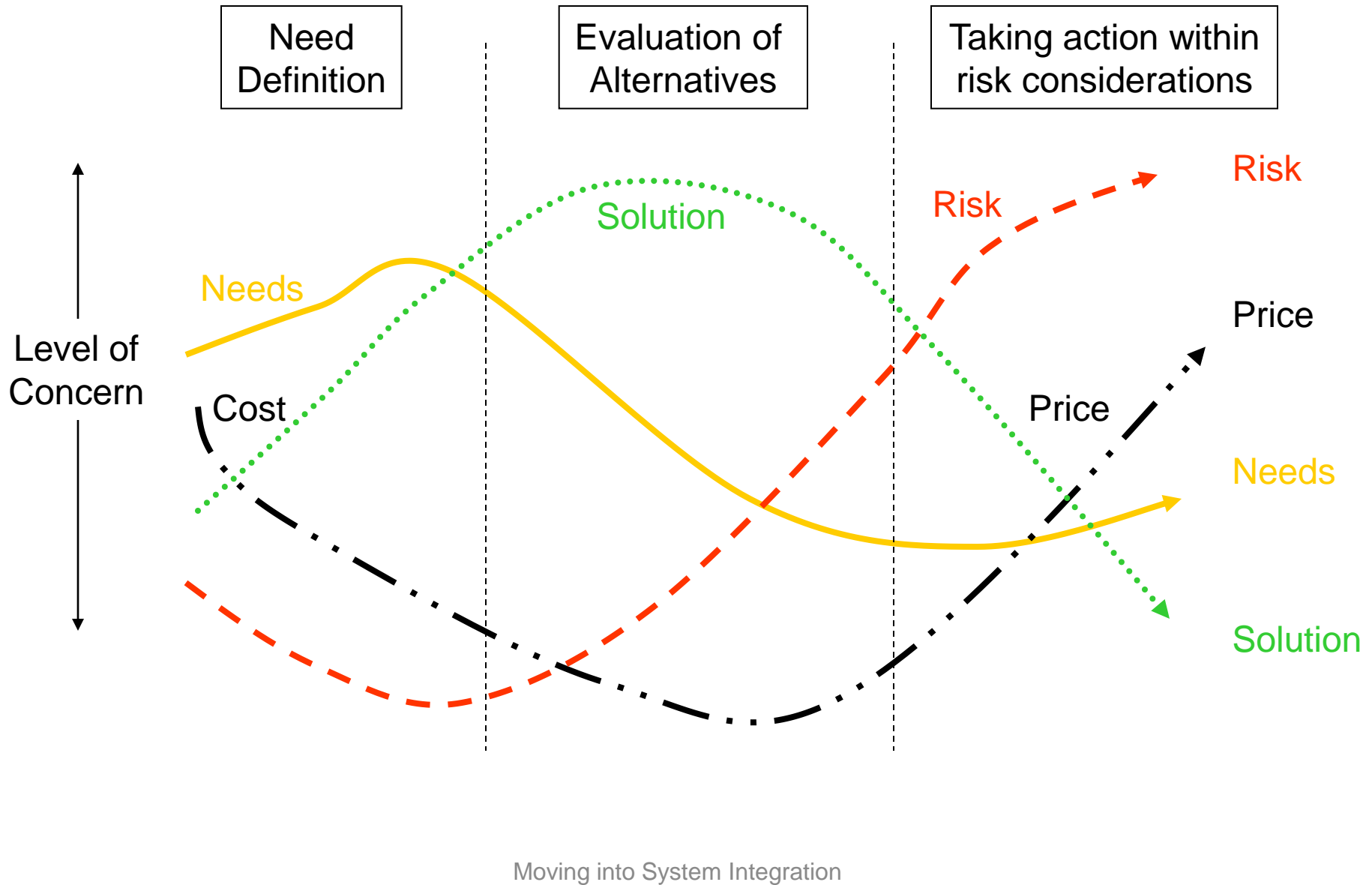
Another easy way to advice the most appropriate solution required by a prospect is to use a Value Statement Template

- Currently your are facing
market segment motion
- Which causes
market segment pain, desire, need
- You need to be able to
do or gain
- As a result of
our solution
- You will be able to
business improvement result

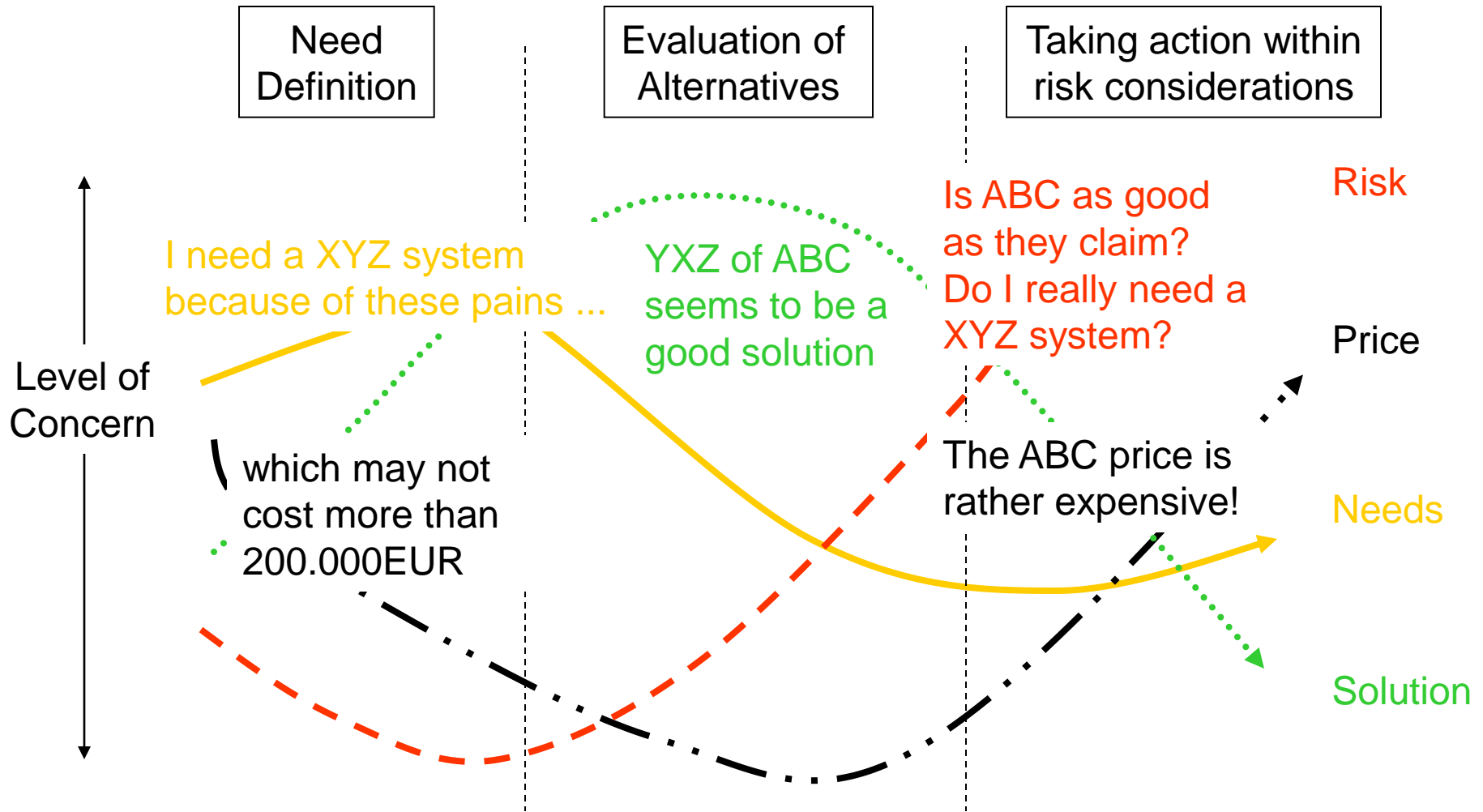
This is differentiated from other options available to you by

.....
how Philips is differentiated

The sales approach should be aligned to the shifting concerns of a typical prospect



This example illustrates the paradigm of shifting buyers concerns



Hints and Tips about cold prospecting

How to a make a successful prospecting call

- Prepare a script at reasonable pace, no longer than < 20 sec.
- Think of a problem the prospect is likely to have
- Do not bore the prospect with your company history
- Seek only to gain one thing: **curiosity**
- Be prepared for a positive response

Example of a prospecting call to the manager of a hospital responsible for patient care

- My name is Eric van 't Hoff, account manager at ABC. As a System Integrator of XYZ solutions, we have been working with Hospitals for the past 10 years. One of the chief concerns we are hearing from other Patient Care Managers is their frustrations with tracking the history of their patients across multiple departments. We have been able to help various hospitals with this issue and I would like an opportunity to share with you how.
- Tell me more !

End of Presentation

Evaluation