

Why is there a need for training in complex, high value sales?

Complex, high value sales are by their definition technically, financially and commercially challenging. They are challenging to procure and challenging to sell, especially against well armed competition. Not only are they costly to acquire but they are usually very costly to bid for. If for a vendor of complex products or services there is an opportunity to improve the odds and reduce the risk of failing to win a piece of such business by understanding the processes involved more thoroughly, it must be taken.

Such processes are;

Qualification: Do you really understand the procurement teams buying criteria? Do you know who they all are? Why do they really need to place an order with anyone? Can you articulate clear differentiators from your competition? Can you make a decent profit out of it if you win? What are the inherent risks and could you manage them?

Value Proposition Development: Is there a clear Return on Investment (ROI) for the client? Is your solutions' ROI better than the competition? Does your proposition meet both the qualitative and quantitative criteria?

Proposing and Presenting: Who will you be proposing and presenting to? How will you present to them given the wide variety of preferred personal communication styles (up to 9). How will you position your company as a closer cultural fit than the competition?

Closing the Deal: Shrouded in unnecessary mystique, 'closing' is really the tenacious and professional implementation of good process. Closing includes understanding and synchronising the buying cycle with selling cycle and a clear understanding of all the negotiable parameters including, technical, commercial, legal and of course price.....

Leveraging: If you win the business how will you make it a success and then expand your share of the customers annual spend? How will you get referrals into other opportunities from other prospects? And much more.....

By investing in training as a differentiator for your company and thoroughly learning the latest techniques and processes for each of the process points above you will;

- Spend less on bids = (more profit)
- Improve your 'bid to win ratio' = (more market share)
- Be confident about your Unique Selling Proposition (USP) =(more leads)
- Create sharper more articulate proposals and presentations = (less negotiation)
- Close more profitable business and leverage it in the market = (more growth)