

A sales process for the new millennium

Sales, and business in general, is evolving at a tremendous speed. Sales people sell more and more as part of a complex team together with the rest of the organisation. Selling large projects is becoming more and more difficult as competition and complexity increases. In order to meet this challenge companies need an approach which will allow them to design and implement clear strategies against their competitors which will help all the members of the team to understand the customer's needs.

Sigma Delta - Corporate Selling is a seminar for experienced sales teams who need to increase their strategic vision of the sales process. The goal is to improve the quality of the qualification, planning, strategy, communication and management of complex sales opportunities.

Participants leave the seminar with a complete plan for one real sales opportunity and with a methodology that will help them to:

1. Correctly qualify sales opportunities
2. Identify personal styles of the influential members of the customer's buying process
3. Discover the customer's needs from the point of view of the influential people
4. Design a competitive strategy which will allow them to align themselves with the influential people in the customer's buying process and win against their competitors
5. Communicate and manage a sales opportunity in a team environment
6. Understand why they have won or lost a sales opportunity

Corporations that apply *Sigma Delta - Corporate Selling* will have a clear process, with a computer based back-up which will guarantee that the seminar will not be an isolated event but will become the fundamental sales control process, optimising resource utilisation, facilitating decision-making and ensuring a return on the time and money invested.

Implementation.

The *Sigma Delta - Corporate Selling* program is a series of workshops and practical applications to day-to-day situations. Participants acquire the basic knowledge and methodology during the initial two-day seminar. They then use their knowledge in their daily work aided in their application of the methodology by additional processes and documentation.



Between 60 and 90 days after the initial seminar, participants return for a one day workshop to review new business opportunities, using the tools and methodology introduced in the initial module, refreshing their knowledge and helping the sales management to implement this type of meeting as a standard company procedure.

Program Content.

1. **Introduction** - The goal of this module is to create an adequate learning environment between the participants at the same time as we position the group and their individual needs.
2. **Planning** - The goal of this module is that participants from this moment on, use the *Sigma Delta - Corporate Selling* sales plans for all significant opportunities.
3. **Qualifying** - The goal of this module is to provide a methodology to increase sales with less effort through the adequate selection of the sales opportunities pursued.
4. **Politics** - The goal of this module is that participants develop sensitivity for the organisational politics of the client and its effect on the sale, can reflect the distribution of power in an organisation chart, and can identify and align themselves with the powerful members of the client organisation.
5. **Strategy** - The goal of this module is for participants to recognise the different competitive strategies and be able to select and implement the most convenient in the sales opportunity.
6. **Opportunity Review Meeting (ORM)** - The goal of this module is to demonstrate for the first time the meetings that should be implemented with *Sibelius'* client to guarantee a long term effect from the program, at the same time as perfecting the sales plans elaborated during the seminar.
7. **Implementation** - Establishes and agrees the next steps to be taken by *Sibelius'* client to successfully implement the methodology and the *Sigma Delta - Corporate Selling* process.

Instructional Methodology.

The *Sigma Delta - Corporate Selling* program uses:

- *Real participant clients* to ensure a live application of the concepts introduced and give real value to the work carried out during the seminar.
- *Structured work groups and exercises* to reinforce the program concepts.
- *Verbal and written 'Feedback'* from different perspectives to give participants an unusual and valuable perspective of their *Sigma Delta - Corporate Selling* sales plans.

Program delivery.

The *Sigma Delta - Corporate Selling* program is designed to be delivered by **Sibelius** instructors.

Participant Material.

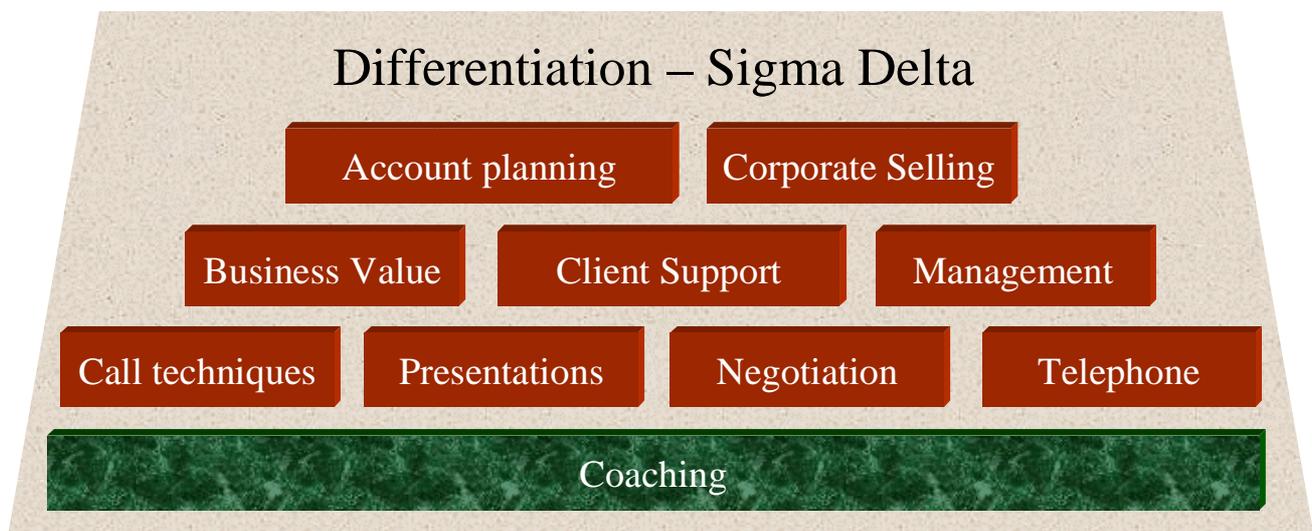
- Participant workbooks
- Laminated skill guide card
- *Sigma Delta - Corporate Selling* sales plans
- Participant tent cards
- Practical case study materials
- Diplomas

Sibelius Consultoría de Ventas

Sibelius Consultoría de Ventas is a company specialised in the change process of sales organisations. Our clients, using our methodologies, carry out training processes carefully designed to achieve profound changes in their customer relationships. They never stop training... that is why they are successful.

The best coaches analyse their teams, know their strong and weak points, and establish improvement objectives. They elaborate specific action plans, individually and collectively, directed to meet those objectives. They program training sessions to improve strategies and game processes. After each game they analyse closely the plays, individually and as a team and provide advice, coaching and continuous motivation.

In the same way that the best coaches our processes study the entire sales cycle of our customers, together with the buying cycles of their customers, to discover the areas where improvements can be made in sales and in the relationships, achieving a constant improvement both in the sales teams and the results.



The programs that form part of the implementation processes of Sibelius are created by multinational companies dedicated to research, development and improvement of sales programs, covering all the needs that companies may have today to sell their products and services.

The effectiveness of **Sibelius'** processes is demonstrated by the results obtained by their clients, clearly superior to those obtained just by giving training courses.

If your company needs to improve sales and customer relationships, do not hesitate to contact us.