

☐

I'm not robot


reCAPTCHA

I'm not robot!

Miller heiman blue sheet example

Miller heiman blue sheet explained. Miller heiman blue sheet examples.

Modern sales is about building long-term relationships. That is especially true when dealing with large accounts, multiple decision-makers, and long sales cycles. If that sounds familiar, the Miller Heiman technique may be your ace card! This sales methodology, created and taught by Robert Miller and Stephen Heiman (now part of Korn Ferry), is built to maximize the power of enterprise sales by leading reps step-by-step through a repeatable process of identifying, convincing, and closing deals with multiple stakeholders. Ready to learn how this strategy can help your team close more enterprise deals? Here's what you need to know. The Miller Heiman sales process, called Strategic Selling, is a repeatable sales framework for managing complex B2B deals. It focuses on understanding buyer's needs, identifying decision makers, and developing a custom, streamlined sales process.

The Miller Heiman sales process is based on the principle of win-win: sellers close deals by helping buyers solve their problems. Robert Miller and Stephen Heiman (the founders of Miller Heiman Group) published the book *Strategic Selling* in 1985, and have used this model to train sales teams for decades. As the sales game has changed over the years, Miller Heiman continued to adapt their sales approach. In 2005, they published *The New Strategic Selling*, which maintains its reputation as an industry standard. Today's *Strategic Selling* model uses the principles of solution selling as a base and applies them to large deals with multiple stakeholders. It opposes shady sales techniques, promoting a concept of *Strategic Selling* where you document the customer's business objectives, decision-making processes, and key stakeholders in a document called the *Blue Sheet*. According to Miller Heiman, every deal you close must satisfy you and your buyer. In other words, the business pain you're solving has to be the one your sales prospect has. A great thing about this methodology is that it controls your sales process and clarifies what's next. Hint: It also helps you stay out of your sales comfort zone. Many sales professionals simply end up talking to the people with whom they feel most comfortable, who have approved their orders in the past, or who have the "right" titles on their doors. None of these "methods" of identification is reliable. Even if one of them leads you to the right players for a given sale, it cannot help you understand why they were the right players, and why they were right for that sale only. They're not reliable, repeatable methods of finding out whose approvals count. – The New Strategic Selling: The Unique Sales System Proven Successful by the World's Best Companies

How the Miller Heiman Sales Methodology Works Since this B2B sales approach is meant for enterprise deals with many moving parts, the process is built so that every salesperson has a consistent way of mapping the account, understanding the influence of each stakeholder, and finding a faster path to purchase. Here are the main steps involved in *Strategic Selling*:

1. Discover Who Influences the Purchase Decision

Enterprise deals involve many people, and it's the salesperson's job to find out who is involved in the sale, and how involved each stakeholder should be in the process. What are the 4 types of Buyers in Miller

[illegible]

They're resistant to change and will be much harder to sell.3. Know Where You Stand in the MarketCompetition analysis is also a big part of Miller Heiman's Strategic Selling. Reps need to be aware of their competition and which competitors are being considered by the stakeholders. Sales battle cards are a good way to ensure your reps know what sets your offer apart from competing vendors. This is a great place to use specific qualifying questions like: Who else are you considering? How does our solution compare to the competitors? Are you considering building your own solution? The new Strategic Selling blue sheet includes space for sellers to define competitive preference by buying influence, which gives a clear view of how much trouble the deal is in (e.g., if the main decision-maker prefers your competitor, you have some serious work to do to save the deal).4. Clarify and Evaluate Red Flags and ObjectionsStrategic Selling places a high priority on nailing those red flags earlier in the process. The idea is when you identify red flags early, you can address them before they become deal killers. The Miller Heiman Strategic Selling framework has a section on how to deal with red flags. The win-win principle means that with every deal the rep closes, everyone emerges as a winner. This is a key aspect of Miller and Heiman's Strategic Selling framework, and it's the final step to close (and retain) high-value deals. In Strategic Selling, this is called win-principle: assess your target account's wins and the results it'll bring them. When you align with your prospect's needs and wants in this way, you get win-results all around. Who Should Use the Miller Heiman Strategic Selling Process? Now that you understand the basics of the Miller Heiman sales process, you might already know whether it's for you or not. If you're unsure, I'll outline a few types of sales teams that will benefit from this strategy. This sales methodology is recommended for enterprise sales or account management teams. Try it if you're selling complex, expensive solutions that take more than one year to close and involve at least six decision-makers. That's because bigger deals demand a more strategic approach and good documentation. Knowing the deal inside-out lets you build a strong relationship with the client and understand the deal's complexities. It's also a good idea to use Strategic Selling if you're selling high-value solutions. What Is the Miller Heiman Blue Sheet? The Blue Sheet is a document that's part of the Miller Heiman Strategic Selling concept. It gives you a complete view of the deal, so working with the Blue Sheet should help you: Better understand your stakeholders. Navigate the sales process with more confidence. Evaluate progress and finally, close high-value opportunities. Here's an example of what it looks like: Sales reps use the (in)famous Strategic Selling blue sheet with every deal, detailing items like: Buying Influences: A person that can influence the final result of your sale. It can be anyone (don't be misled by the job title or their position in the hierarchy). Red Flags: Any issue that can mess up your deal. You should be aware of all the red flags, constantly monitor for new ones and manage them accordingly. Strengths: If there's anything relevant to your sales goal that moves the deal forward, use it. It can be a strong differentiator (that a competitor doesn't have) or a nuance that improves your selling position. Win-Results: All the buying influences have to benefit from sealing the deal, each in their own way. If you're not sure whether a buyer's influence benefits from the outcome of the sale, qualify it as a red flag. Competition: It can be an alternative solution. No matter if your buyer chooses a direct competitor, sales idle, or goes with internal resources – all this falls into this category.

Ideal Customer Profile (ICP): Know the characteristics of your ICP.

Support yourself with marketing data and collect all the demographics (location) and psychographics (values and attitudes) data. According to Christoffer Ellehus, the President of Korn Ferry Digital, the Blue Sheet makes you think deeply about all aspects of your sales strategy. Everything to better manage your opportunities, improve sales enablement, and strengthen your sales muscle. If you're wondering how to use the Blue Sheet in the digital age (think with your CRM), you can create a spreadsheet you'll upload to your system. By combining your CRM data with the Blue Sheet, you'll get: Enriched data on your deal performance and insights on why specific deals are lost. Information about which deals drive better win rates (also how it compares to your ICP), categorized by features like deal size, location, industry, etc. Information about which tactical skills among sellers are those that push deals forward. You can also use the Blue Sheet in account management together with your CRM. It will help you spot issues early, keep a good relationship with your customer, and in general, keep the account healthy. But if you already think that the Blue Sheet sounds like a lot of work, you can skip down this document and use sections that make the most sense for you. The Miller Heiman Sales Process Advantages and Disadvantages Like any structured sales framework, this Miller Heiman sales methodology has its own benefits and challenges. Here are a few to keep in mind: Benefits & Advantages of Miller Heiman Sales Methodology The Strategic Selling model works for B2B sales teams focused on large, enterprise deals. Here's why: Simplify Highly Complex Sales: Enterprise sales is hard.

Strategic Setting, Blue Sheet Software Strategic Analysis									
Date: <u>1/17/2016</u> System: <u>SWANSON</u>		Industry: _____			MARK, CUSTOMER/CLIENT Name: _____		Next Review Date: _____		
Project Name: <u>SWANSON</u>		Company: _____			A _____		B _____		
Project Manager: _____		By: <u>Patrick H. Campbell</u>			C _____		D _____		
Project Location: _____		Project Start Date: _____			E _____		F _____		
Project End Date: _____		Project End Date: _____			G _____		H _____		
Project Status: _____		Project Status: _____			I _____		J _____		
Project Description: _____		Project Description: _____			K _____		L _____		
Project Objectives: _____		Project Objectives: _____			M _____		N _____		
Project Risks: _____		Project Risks: _____			O _____		P _____		
Project Benefits: _____		Project Benefits: _____			Q _____		R _____		
Project Challenges: _____		Project Challenges: _____			S _____		T _____		
Project Opportunities: _____		Project Opportunities: _____			U _____		V _____		
Project Threats: _____		Project Threats: _____			W _____		X _____		
Project Strengths: _____		Project Strengths: _____			Y _____		Z _____		
Project Weaknesses: _____		Project Weaknesses: _____			AA _____		AB _____		
Project Opportunities: _____		Project Opportunities: _____			AC _____		AD _____		
Project Threats: _____		Project Threats: _____			AE _____		AF _____		
Project Strengths: _____		Project Strengths: _____			AG _____		AH _____		
Project Weaknesses: _____		Project Weaknesses: _____			AI _____		AJ _____		
Project Opportunities: _____		Project Opportunities: _____			AK _____		AL _____		
Project Threats: _____		Project Threats: _____			AM _____		AN _____		
Project Strengths: _____		Project Strengths: _____			AO _____		AP _____		
Project Weaknesses: _____		Project Weaknesses: _____			AQ _____		AR _____		
Project Opportunities: _____		Project Opportunities: _____			AS _____		AT _____		
Project Threats: _____		Project Threats: _____			AU _____		AV _____		
Project Strengths: _____		Project Strengths: _____			AW _____		AX _____		
Project Weaknesses: _____		Project Weaknesses: _____			AY _____		AZ _____		
Project Opportunities: _____		Project Opportunities: _____			BA _____		BB _____		
Project Threats: _____		Project Threats: _____			BC _____		BD _____		
Project Strengths: _____		Project Strengths: _____			BE _____		BF _____		
Project Weaknesses: _____		Project Weaknesses: _____			BG _____		BH _____		
Project Opportunities: _____		Project Opportunities: _____			BI _____		BJ _____		
Project Threats: _____		Project Threats: _____			BK _____		BL _____		
Project Strengths: _____		Project Strengths: _____			BM _____		BN _____		
Project Weaknesses: _____		Project Weaknesses: _____			BO _____		BP _____		
Project Opportunities: _____		Project Opportunities: _____			BQ _____		BR _____		
Project Threats: _____		Project Threats: _____			BS _____		BT _____		
Project Strengths: _____		Project Strengths: _____			BU _____		BV _____		
Project Weaknesses: _____		Project Weaknesses: _____			BW _____		BX _____		
Project Opportunities: _____		Project Opportunities: _____			BY _____		BZ _____		
Project Threats: _____		Project Threats: _____			CA _____		CB _____		
Project Strengths: _____		Project Strengths: _____			CC _____		CD _____		
Project Weaknesses: _____		Project Weaknesses: _____			CE _____		CF _____		
Project Opportunities: _____		Project Opportunities: _____			CG _____		CH _____		
Project Threats: _____		Project Threats: _____			CI _____		CJ _____		
Project Strengths: _____		Project Strengths: _____			CK _____		CL _____		
Project Weaknesses: _____		Project Weaknesses: _____			CM _____		CN _____		
Project Opportunities: _____		Project Opportunities: _____			CO _____		CP _____		
Project Threats: _____		Project Threats: _____			CQ _____		CR _____		
Project Strengths: _____		Project Strengths: _____			CS _____		CT _____		
Project Weaknesses: _____		Project Weaknesses: _____			CU _____		CV _____		
Project Opportunities: _____		Project Opportunities: _____			CW _____		CX _____		
Project Threats: _____		Project Threats: _____			CY _____		CZ _____		
Project Strengths: _____		Project Strengths: _____			CA _____		CB _____		
Project Weaknesses: _____		Project Weaknesses: _____			CC _____		CD _____		
Project Opportunities: _____		Project Opportunities: _____			CE _____		CF _____		
Project Threats: _____		Project Threats: _____			CG _____		CH _____		
Project Strengths: _____		Project Strengths: _____			CI _____		CJ _____		
Project Weaknesses: _____		Project Weaknesses: _____			CK _____		CL _____		
Project Opportunities: _____		Project Opportunities: _____			CM _____		CN _____		
Project Threats: _____		Project Threats: _____			CO _____		CP _____		
Project Strengths: _____		Project Strengths: _____			CQ _____		CR _____		
Project Weaknesses: _____		Project Weaknesses: _____			CS _____		CT _____		
Project Opportunities: _____		Project Opportunities: _____			CU _____		CV _____		
Project Threats: _____		Project Threats: _____			CW _____		CX _____		
Project Strengths: _____		Project Strengths: _____			CY _____		CZ _____		
Project Weaknesses: _____		Project Weaknesses: _____			CA _____		CB _____		
Project Opportunities: _____		Project Opportunities: _____			CC _____		CD _____		
Project Threats: _____		Project Threats: _____			CE _____		CF _____		
Project Strengths: _____		Project Strengths: _____			CG _____		CH _____		
Project Weaknesses: _____									

clear, structured framework that helps reps to identify key stakeholders and sell to each one effectively helps reduce the complexity of large deals. Create a Consistent Approach for Your Team: Consistent results are more likely with a consistent approach. Using a clear structure helps reps assess deals early on and creates a more predictable result over time. Forecast More Accurately: With a higher level of qualification and deal analysis through the sales process, managers using the Strategic Selling model will be able to forecast more accurately, even with high-ticket opportunities. Quickly Onboard New Reps: With such a structured process, onboarding new reps onto your team is faster and more consistent. Sales training is easier to implement as well, because the process is well-documented. Challenges & Disadvantages of Miller Heiman Sales Strategy/There's no one perfect sales model. While large sales teams widely use the Miller Heiman sales methodology, this model has some serious drawbacks. Lots of Manual Data Entry Required: With so much structured data that needs to be recorded for each deal, reps spend significant time entering data they gather through sales conversations. A sales CRM like Close, which automates capturing interactions, helps make sense of the data by structuring it effectively, and surfacing the right data at the right time. Structured Process Limits Rep Freedom: While a structured process helps onboard new reps faster, it can feel stifling to experienced reps. Rather than testing and trying new ideas and ways of selling, reps are forced into a framework that may or may not suit their personality and style. The Repetitive Process may Stagnate Growth: Salespeople are hustlers; they love the process of one-on-one conversations with different people. Boring work can cause them to lose their competitive edge. It can lead to higher turnover rates. The structured process may hurt performance. Consider autonomy. Flexibility in the process to adapt to the changing needs of the client.

[illegible]

Looking for the most influential stakeholders and beginning the process there is key. Present yourself as an industry expert, not a salesperson: Pulling from solution-selling principles, the goal is for stakeholders to view you as someone who can help them solve their problems, not someone who's trying to sell them something. Make sure everyone ends up a winner: Remember the win-win principle—your sales team and your customers should end up winners at the end of the deal. Ready for the Future of Sales? Sales has changed drastically in recent years. AI, automation, and more technology solutions than you can shake a stick at have made sales far more tech-driven industry. Regardless of all the shiny new tools and tricks, some of the stalwarts of sales still work, like Miller Heiman's Strategic Selling model. Is the Strategic Selling model right for your company? Only you can tell. As a sales leader, it's your job to determine the strengths and weaknesses of your team, identify key methods that work in your market, and create a repeatable sales process that your team and your customers love. Miller Heiman's sales methodology may be a good place to start if you manage a large sales team dealing with enterprise sales. But don't be afraid to experiment by adding automation and some flexibility into your sales process.

[Data](#)
[Home](#)
[Update Salesperson Account/Prospect](#)
[Current Volume](#)
[SINGLE SALES OBJECTIVE](#)
[Product/Service](#)
[Sales Revenue/Units](#)
[Close Date](#)
[Role](#)
[SUMMARY](#)
[OF MY POSITION](#)
[TODAY](#)
[STRENGTHS](#)
[Strategic Selling](#)
[Strategic Analysis](#)
[Total Potential](#)
[Volume](#)
[BUYING INFLUENCES](#)
[INVOLVED](#)
[Name, Title, Location](#)
[Degree of Influence](#)
[Click for Last Sheet](#)
[D16 BUYING INFLUENCE](#)
[Role E = Economic](#)
[U = User](#)
[T = Technical](#)
[C = Coach](#)
[If more than one Role applies, separate them by commas.](#)
[E16 DEGREE OF INFLUENCE](#)
[H = High](#)
[M = Medium](#)
[L = Low](#)
[F16 MODE](#)
[G = Growth](#)
[T = Trouble](#)
[E = Even](#)
[K = OK](#)
[Overconfident](#)
[RED FLAG](#)
[Competition](#)
[Type](#)
[Adequacy of Current Position](#)
[Buying From Someone Else](#)
[Euphoria](#)
[Using Budget for Something Else](#)
[Great/Using Internal Resources](#)
[Secure/Doing Nothing](#)
[Comfort](#)
[OK](#)
[My Position vs. Competition](#)
[Concern](#)
[Discomfort](#)
[Only Alternative](#)
[Worry](#)
[Front Runner](#)
[Fear](#)
[Shared](#)
[Panic](#)
[Zero Degree of Influence](#)
[Place in Sales Funnel](#)
[Universe](#)
[Above](#)
[Ln](#)
[Best Few](#)
[Mode Timing for Priorities](#)
[GT Urgent](#)
[EKActive](#)
[OCWork](#)
[in](#)
[Later Ratings](#)
[and Match](#)
[+5+4+3+2+1-1-2-3-4-5](#)
[Red Flags](#)
[Strengths](#)
[COMPETITION IDEAL CUSTOMER CRITERIA](#)
[Competition Type 1.](#)
[Specify Competitor\(s\)](#)
[2. My Position vs. Competition 3.](#)

[illegible]

Place in Sales Funnel 4. Timing for Priorities 5. BEST ACTION PLAN What This is the BLUE SHEET. You should only use this sheet if you have been trained in Miller Heiman Strategic Selling. ADEQUACY OF CURRENT POSITION (Enter in cell to the right) Click here to go to Competition Analysis Sheet BUYING INFLUENCE'S KEY WIN-RESULTS

HOW WELL IS BASE COVERED? Rate how well your base is covered with each Buying Influence for this sales objective. Drag and drop Red Flags & Strengths from above. Rating(-5 to +5) POSSIBLE ACTIONS good sales strategy leverages Strengths and reduces or eliminates Red Flags. Information Needed (≤ 2 005 Mill or H eim an, 1 nc. All r ight s r e serv ed. (U.S. Blue She et.0 601 . v.2) Areas of differentiation; Opportunities to improve your position WYR IDEAL CUSTOMER CRITERIA Evidence to support your Rating BEST ACTION Plan What Who When Uncovers Base, New Players/Reorganization, Uncertainty/Lack of Data Match to Criteria (≤ 2 to +5) HOW WELL IS BASE COVERED? rate how well your base is covered with each Buying Influence for this sales objective. Drag and drop Red Flags & Strengths from above. M26 This is the person in your organization who will accomplish this action. © 2 005 Mill or H eim an, 1 nc. All r ight s r e serv ed. (U.S. Blue She et.0 601 . v.2) Information Needed From Whom MHI Strategic Selling Reinforcement Software, v3.0 COMMUNICATION NOTES Date © 2005 Miller Heiman, Inc. All rights reserved.

STRATEGIC ANALYSIS		
What are we proposing to sell?	What is our current position?	Is the prospect a good match for what we offer?
Who are the buying influences, their roles, organizations, age, and level of influence?	What does each buying influence get out of what I'm proposing?	How do I rate each buying influence, and how do I know this is an accurate rating?
What are those factors that strengthen my position, and what are those things I need to fix or neutralize?	What are some possible actions we could take to strengthen our position?	What information do we need, and what are the best actions to take, who should we ask, and when?

COMMUNICATION NOTES Note(s) © 2005 Miller Heiman, Inc. All rights reserved.

Miller heiman strategic selling download

[Click here to get file.](#)

CompetitorWebsite link Strengths 1234567 Weaknesses 1234567 CompetitorWebsite link Strengths 1234567 Weaknesses 12345 Probable Competitive Strategy Tribal's Competitor Strategy Add Competitor Table Weaknesses 67 Probable Competitive Strategy Tribal's Competitor Strategy Add Competitor Table Click for Home Sheet