

# Predictive Insight



Today's customers (57%) are exploring options, researching opportunities and making decisions long before getting in touch with a salesperson or company. It's imperative to show a new way forward with the value of your unique solutions.

## **Predictive Insight**

### Sales Skills Index –

Generates a report that shows strengths and development areas along with how well a person understands a sales strategy.

### Connect –

Meaningful conversations to better align value and differentiate products and services.

### Discovery –

The ability to understand the customer's true needs, decision timing and competitive influence to identify value drivers the customer finds essential.

### Tailor Solutions –

Re-shape customer thinking by focusing on primary needs, being very specific about the value you offer, share insight that makes the customer think differently.

### Decision –

Clearly demonstrate how you deliver unique and relevant value. By doing this you reveal the '*cost of just maintaining their status quo.*'

By utilizing this sales process you establish the following behaviors:

### REVEAL INSIGHTS

- » Challenge the status quo
- » Show expert product knowledge

### PERSONALIZE SOLUTIONS

- » Identify customer economic drivers
- » Understand how customer's differentiate

### TACTICAL COLLABORATION

- » Drive a sense of urgency
- » Identify/overcome barriers

### Follow-up & Reinforcement

A major component of this program consists is a series of monthly webinars to follow-up and reinforces training. These sessions are designed to support behaviors through a 'blended learning' system whereby, people share their successes and challenges, review sales assessments, video discussions, peer to peer forums that reinforce effective sales behaviors.