

# Conceptual Selling® Coaching

Driving Sales Process Adoption Through Coaching to Increase Use of Effective Communication Behaviors

## Overview

*Conceptual Selling® Coaching*\* presents a comprehensive strategy to drive deeper adoption of *Conceptual Selling® Customer-Focused Interactions*. This program develops subject matter experts who can provide ongoing coaching and reinforcement in the correct application of tools and concepts toward customer-focused interactions, resulting in higher-quality information and actionable commitment from customers at the end of every sales meeting.

By helping refine the way the *Conceptual Selling® Customer-Focused Interactions* concepts and tools are applied and reinforced, this program provides organizations a way to guide sales team members to enhance every interaction with customers that either moves an opportunity forward or improves the relationship. It also establishes a process for managers to effectively evaluate and interpret Green Sheets (now called Meeting Plan) and build strategies that maximize coaching opportunities with individuals and teams.

*Conceptual Selling® Coaching* may be the right solution if your company is trying to:

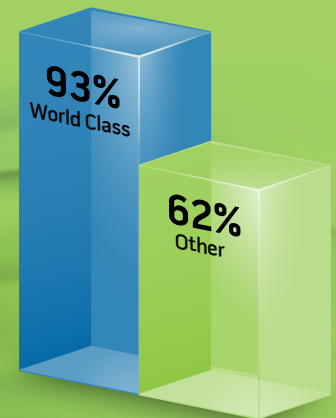
- Implement on-going reinforcement of the *Conceptual Selling® Customer-Focused Interactions* process.
- Improve comprehension of the program concepts.
- Increase consistent use of the Meeting Plan tool.
- Enhance the value of Meeting Plans with one salesperson or the entire team.
- Reinforce the selling behaviors and activities that move sales opportunities through the funnel.
- Maximize the power of collaboration and debrief to drive better adoption.

\* *Conceptual Selling® Customer-Focused Interactions* is a prerequisite for this program.

## Driving Improved Results

Sharing a common process and language with sales team members allows managers to provide specific coaching and reinforcement that helps win business. World-Class Sales Organizations are significantly more likely to agree that their sales management team is contributing value in the sales process.

**I provide value when helping my salespeople close sales.**



*"Conceptual Selling® Coaching* trained me how to view a Single Sales Objective, ask questions and help my salespeople overcome Red Flags."

— Regional Vice President, Transportation

# Program Facts

## Conceptual Selling® Coaching

### Who Should Attend

Any member of the organization responsible for ensuring the adoption and utilization of the *Conceptual Selling® Customer-Focused Interactions* process or who acts as a mentor to other salespeople.

### How Your Organization Will Benefit

Provides field sales with:

- Consistent coaching and reinforcement of the concepts, terminology and process within *Conceptual Selling® Customer-Focused Interactions*

Enable sales management and senior leadership to:

- Develop a deeper level of understanding of the process and concepts.
- Ensure proper use and application of *Conceptual Selling® Customer-Focused Interactions*.
- Coach salespeople on their strategies for pursuing key sales opportunities.

### Delivery Options

- Regularly scheduled live public programs
- Tailored on site live programs
- Group or self-study virtual programs
- Train-the-Trainer (Client Associate)

### Related Offerings

**Strategic Selling® Funnel Management** – Increasing accuracy and improving funnel management.

**Strategic Selling®** – Comprehensive strategy for winning complex sales.

**Securing Strategic Appointments<sup>SM</sup>** – Research and plan to successfully secure time with key contacts.

**Large Account Management Process<sup>SM</sup> (LAMP®)** – Strategic planning for protecting and growing key accounts.

### About Miller Heiman

Miller Heiman helps companies and individuals that compete for high-value, business-to-business sales develop strategies, processes and skills to consistently win business – especially when the sales process is complex and the marketplace demanding. We are the world's largest sales performance consulting and training firm and the preeminent thought leaders in the space. Quite simply, nobody knows sales performance better than we do. With corporate headquarters in the United States, United Kingdom, and Australia, Miller Heiman offers programs worldwide in 20 languages.