

# Strategic Selling® Government

Comprehensive Strategy for Winning Government Business

## Overview

*Strategic Selling® Government* helps organizations develop comprehensive strategies to win complex government business. By providing a consistent process for selling solutions that require approval from multiple people in a government agency or department, this program helps organizations appropriately respond to a complex Request for Proposal (RFP) before the contract is awarded.

*Strategic Selling® Government* gives organizations a common process and language for pursuing government business, allocating resources, and making better management decisions. The emphasis is on the critical importance of early involvement in shaping and influencing requirements. The process guides organizations on how to gather the essential information needed to develop winning strategies, which include identifying all important decision makers and influencers, understanding the motives of the buying influences, developing internal coaches, evaluating competitive positioning, and building action plans to address weaknesses and uncover uncertainties.

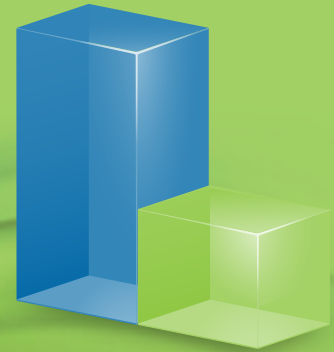
*Strategic Selling® Government* may be the right solution if your company is trying to:

- Gain increased insight into governmental buying and regulatory processes.
- Identify RFP opportunities early enough to be considered a key candidate.
- Integrate consistent application of proposal activities.
- Translate competitive positioning into written proposals.
- Assess whether RFPs are appropriately matched to the solution your organization can offer.
- Secure management commitment and resources to pursue bids.

## Gaining an Edge with Crucial Information

When selling to the government, organizations need to be involved early. Sales organizations that identify the issues of influential decision makers will be better positioned to enter the RFP creation process and therefore be better positioned to win. World-Class Sales Organizations are significantly more likely to successfully identify this information.

**In each deal, the issues of key individuals involved (in prospect firms) are always systematically identified.**



“[Strategic Selling® Government] provided me with an understanding of the sales cycle in the Government Health arena and the complexity of relationships and the length of time needed to try and influence the RFP.”

— Manager, Business Services

# Program Facts

## Strategic Selling® Government

### Who Should Attend

Any member of the organization involved in selling to the public sector, from field salespeople to senior management to sales support, should be involved in the implementation of your sales process. Using a common sales process is an effective way to collaborate among those who are in direct and indirect sales roles to improve the speed and accuracy of communication about sales opportunities.

### How Your Organization Will Benefit

Enable field sales to:

- Identify and position solutions with the true decision makers.
- Analyze each decision maker's receptivity to change to determine whether a sale is possible.
- Allocate limited selling time on quality prospects.

Enable sales management and senior leadership to:

- Employ a common language to discuss the status of sales opportunities and establish next steps.
- Quickly identify opportunities that are worth the investment of limited resources.
- Collect and share best practices from top performers with the rest of the sales team.

### Delivery Options

- Regularly scheduled live public programs (2-days)
- Tailored on site live programs (2-days)
- Virtual classroom
- Train-the-Trainer (Client Associate)

### Related Offerings

**Conceptual Selling®** – Communicate effectively to uncover and align with the customer's buying process.

**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.

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

### 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.