



## Selling the Strategic Initiative

### PROGRAM OVERVIEW

Have you ever introduced a new strategy only to have it fall flat? Sales people are a skeptical bunch that like to operate within their comfort zone. At Hill Associates we have helped many large telecommunications service providers get their sales force to understand, embrace, and sell portfolios of new services introduced as part of strategic marketing initiatives. Our programs are highly customized to meet your specific needs. A program could include the following primary objectives.

- Describe the new strategy's value proposition for you
- Identify how the new offers are differentiated in the marketplace
- Given customer scenarios
  - Determine how the expanded portfolio can meet the customer applications and needs
  - Present the solution and value proposition to the customer
  - Present your philosophy to counter the customer's objections
  - Create and deliver your unique value to the customer

We will work closely with your marketing and sales teams to build the program. We must understand the current portfolio and market position in order to frame the new initiative relative to the current context. If there is a specific sales process, we can incorporate the approach so that it is consistent with the process. Building credibility for and comfort with the strategy are critical to success. Practice in the exercises creates comfort.

We have found that asking participants to apply the strategy to a salesperson's customer can provide them greater comfort. We have created an optional follow-on to the program in which the participants identify an opportunity within their existing customer set and create a presentation. Participants present to our team and their sales management, who in turn provide comprehensive feedback and coaching. In our experience, this optional addition helps the entire sales management team embrace the initiative and engage in additional coaching sessions, accelerating the adoption of the new strategy.

#### About Hill Associates, Inc.

At Hill Associates, we excel at creating custom talent development programs. Our experts help identify and assess your needs, and create training and educational programs that exactly meet those needs. Though we specialize in information technology, we've strengthened companies and organizations in a wide range of industries for over 25 years. Let us help you create a world-class talent development program that moves your business forward.

### SAMPLE PROGRAM OUTLINE

#### Lesson 1

- Discuss the market
- Present the strategy
- Identify customer requirements
- Supporting the initiative

#### Exercise 1

- Defining the value proposition
- Present the strategy

#### Exercise 2

- Applying the strategy to industry drivers and customer requirements
- Case presentation

#### Lesson 2

- Examine the new offerings
- The roadmap
- Differentiation

#### Exercise 3

- Create a solution for specific customer scenario
- Present the solution

#### Exercise 4

- Create concise proposition for customer contact to present to their leadership