

## Series Two: **EXCEED**

### Episodes:

#### **1 Challenging the customer vision**

- 2 Building the customer's ideal future state
- 3 Inspiring the customer
- 4 Why should the customer listen to me
- 5 My customer says they have no budget
- 6 Keep the sales team motivated
- 7 My main customer stakeholder/influencer just left their company
- 8 Acknowledging and executing on the customers buying process
- 9 Reinforcing the value of the deal
- 10 Finalising the customers commitment to a multi-year plan

- ★ **Cautioning not to be over confident as deal close approaches. Stay on-guard and ensure you are not dependent on one decision maker.**
- ★ **Making it a core principle to have at least one contingency decision maker from the outset. Buy-in from several customer contacts protects your position.**
- ★ **Understanding methods to overcome resistance from new decision makers, if your incumbent contact leaves.**
- ★ **Continuing interaction post-deal, or risk having to re-sell as the contract ends. More stakeholders allows building stronger longer-term relationships.**

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- ★ **Recognising that exploring customers business imperatives can be used to focus their buying decisions.**
- ★ **Working to remove fragmented buying criteria; replacing them with a cohesive multi-year multi-project vision.**
- ★ **Establishing customer urgency, by magnify their challenges; building their need to take urgent action.**
- ★ **Presenting the measurable benefit from your deal; and the measurable cost of not proceeding.**

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- ★ **Leveraging your knowledge (and support team) to create compelling roadmaps, mirroring the customer's priorities.**
- ★ **Exploring how showing your interest in what your contact needs to be personally successful will pay dividends.**
- ★ **Practicing persistence and not giving up after a first (or second) rejection – sticking with it can yield results.**
- ★ **Engineering your proposal: Rather than focussing the deal on cost savings, focus on their company growth.**

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- ★ **Researching the customer's world, to see potential problems & opportunities, through their eyes.**
- ★ **Contemplating how best to share any critique, being careful the customer doesn't feel attacked or criticised.**
- ★ **Considering how you frame your suggestions, to ensure you don't get pushed back.**
- ★ **Practicing the 'compliment sandwich' technique. Highlight their strengths and use observations to gain a reaction.**

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- ★ **Considering the optimum time to discuss budget availability and when to avoid it.**
- ★ **Exploring why 'no budget' shouldn't necessarily be considered a barrier to a high value deal.**
- ★ **Reviewing how to engage cross-company budget holders and inspire them to see the value of using their funds.**
- ★ **Investigating how to expand the customer's thinking and your opportunities, when they request something small.**

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- ★ **Considering the advantages of keeping everyone on track & pulling in the same direction.**
- ★ **Exploring different influencing styles, finding what motivates teams/individuals. What's in it for them?**
- ★ **Building an 'influence strategy' over time, and continuously evolving throughout the deal cycle.**
- ★ **Maintain a strong sense of purpose & sense of ownership, through regular group communications & brainstorming.**

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- ★ **Fail to understand each customer's administrative requirements, at your peril!**
- ★ **As your deal grows, your customer's required budget authority might also need to change. Be aware!**
- ★ **Exploring an example of how to address procurement problems head-on and achieve a positive result.**
- ★ **Fast-tracking, if you need additional people with budget authority, by focusing on measurable benefits for each stakeholder.**

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- ★ Exploring how compelling a value proposition can be, if it's based on more than basic ROI and TCO parameters.
- ★ Considering what else you might expect to include in a really effective value proposition.
- ★ Accelerating customer buy-in, through clear alignment of cost-saving promises with individual customer needs & interests.
- ★ Examining the emotional element of decision making, tailoring your interaction to best resonate with the buyers preferences.

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- ★ **Exploring ways to maximise existing customer sales, as a major contributor to future pipeline.**
- ★ **Maintaining dialogue post-deal, to ensure your solution is used and effective. Important, if you want the customer to repeat order and expand product footprint.**
- ★ **Hunting for additional budget holders – even when the deal has just closed. Who else might benefit from a purchased product / want more?**
- ★ **Focusing on a product-based 'land and expand' strategy to uncover further opportunities.**