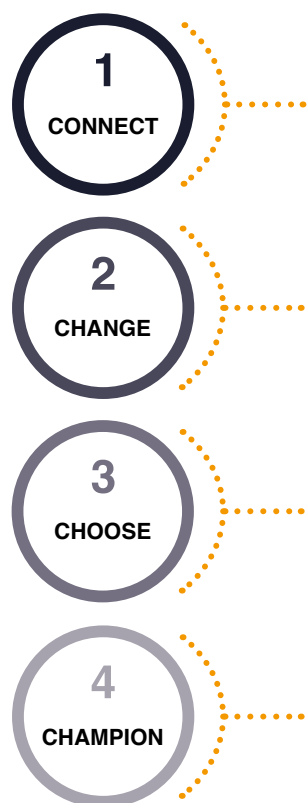


Buyer Centric Selling: Business Development



| SALES STAR | |
|----------------------|---|
| 1 CONNECT | INTRODUCTIONS Sell the personal value of the connection |
| 2 CHANGE | QUESTIONING Create a compelling reason to urgently change |
| 3 CHOOSE | PITCHING Align the buyer with your purpose and solutions |
| 4 CHAMPION | SPEEDING UP DECISIONS Help the buyer navigate the decision-making process |

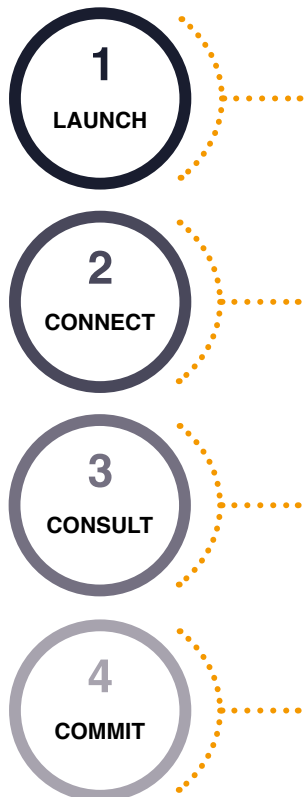
| SALES LEGEND | |
|--------------|---|
| | TAILORING Align the conversation to demonstrate personal value to the buyer |
| | TEACHING Lead your client to prioritise change and your points of differentiation |
| | OBJECTION HANDLING Help the buyer see the value in changing their stance |
| | PROPOSALS Co-create a water-tight business case for internal stakeholders |

| SALES GURU | |
|------------|---|
| | SOCIAL SELLING Drive inbound and outbound relationships |
| | REMOTE SELLING Demonstrate executive presence during remote conversations |
| | PRESENTATIONS Build consensus across the wider stakeholder group |
| | NEGOTIATION Shift stakeholders' focus from price, to value and impact |

Buyer Centric Selling: Sales Development

SALES STAR

SALES LEGEND



BENCHMARK FOR EXCELLENCE

Use buyer and seller research to understand sales excellence today

REMOTE SELLING

Deliver engaging, collaborative and valuable sales experiences over Zoom, Teams and Hangouts

OUTREACH

Sell the value of connecting and engaging

SOCIAL SELLING

Use LinkedIn to generate and nurture opportunities

QUESTIONING

Lead a conversation to understand and qualify the prospect

TAILORING

Align the conversation to demonstrate personal value to the buyer

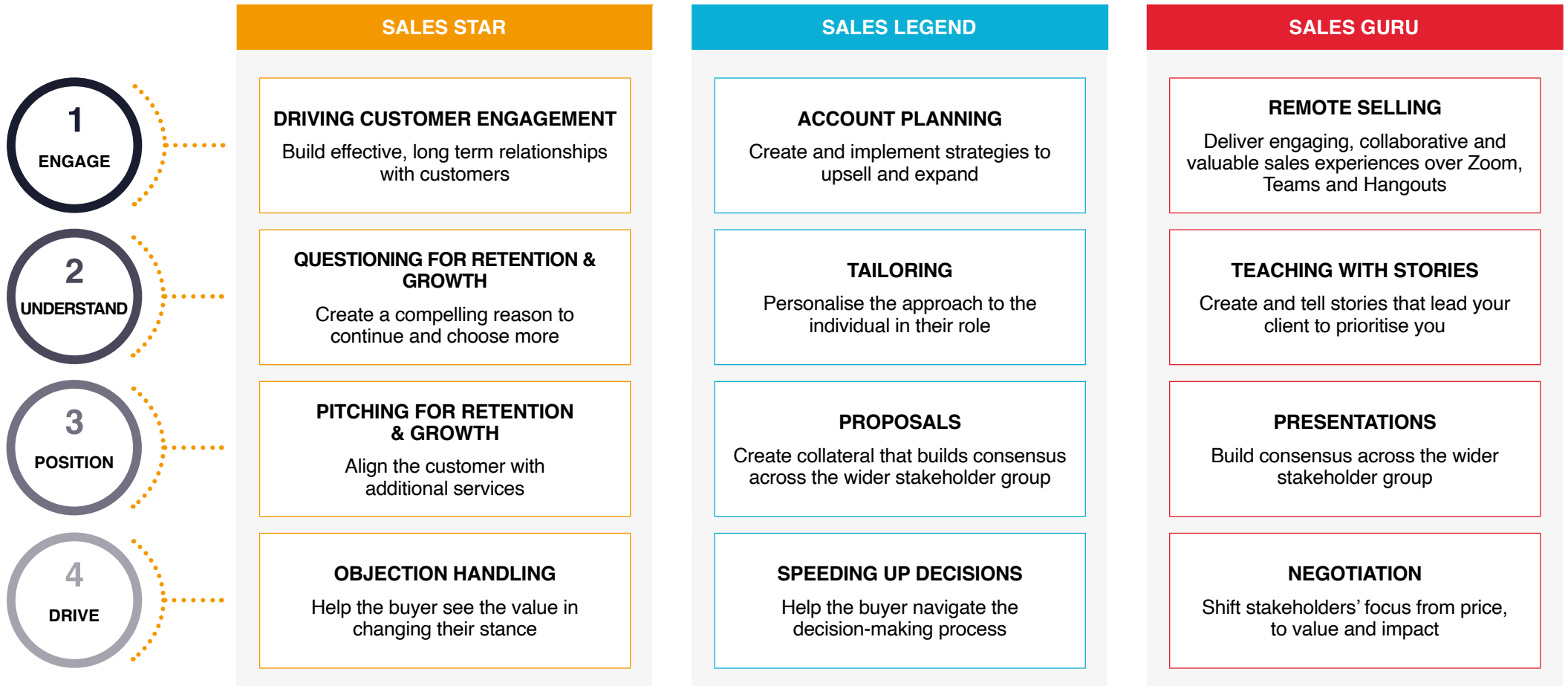
PITCHING & CLOSING

Effectively position your offering and ensure the prospect takes the next step

OBJECTION HANDLING

Help the prospect see the value in changing their stance

Buyer Centric Selling: Account Management



Buyer Centric Selling: Sales Velocity

INCREASING AVERAGE ORDER VALUE

QUESTIONING

Create a compelling reason to urgently change

PITCHING

Align the buyer with your purpose and solutions

PROPOSALS

Co-create a water-tight business case for internal stakeholders

NEGOTIATION

Shift stakeholders' focus from price, to value and impact

INCREASING THE NUMBER OF OPPORTUNITIES

TAILORING

Align the conversation to demonstrate personal value to the buyer

INTRODUCTIONS

Sell the personal value of the connection

SOCIAL SELLING

Drive inbound and outbound relationships

PITCHING

Align the buyer with your purpose and solution

INCREASING CONVERSION RATES

QUESTIONING

Create a compelling reason to urgently change

PITCHING

Align the buyer with your purpose and solution

TEACHING

Lead your client to prioritise change and your points of differentiation

OBJECTION HANDLING

Help the buyer see the value in changing their stance

INCREASING SPEED OF SALE

QUESTIONING

Create a compelling reason to urgently change

SPEEDING UP DECISIONS

Help the buyer navigate the decision-making process

PROPOSALS

Co-create a water-tight business case for internal stakeholders

OBJECTION HANDLING

Help the buyer see the value in changing their stance