



# Selling Beyond the Product™

*What distinguishes the consistently high performing salespeople in your organization? How are they different?*

*They have the same products, the same partners, the same organizational support and the same management as the rest of the sales force. So what is different?*

*For your best answer, talk to their customers.*

*These customers will describe a lot of different things – all of which describe the higher levels of value they derive from their relationship with that sales person. Personal Value. Political Value. Business Value. Technical Value.*

*Selling Beyond the Product is a learning experience that helps salespeople learn to add both their own value, but also to add value across the full implementation of a customer's solution.*

*Participants learn that their ability to influence a customer's perception of their situation and desired solution is a function of the quality of their relationship. Ultimately, that influence – the ability to impact the customer's perception of their needs – is what distinguishes consistently high performing salespeople.*

***Selling Beyond the Product™*** takes the position that selling is about influence and that a customer's willingness to be influenced is a function of the salesperson's ability to add value and the quality of their relationship with the customer.

How does a sales person *truly* add value? By deciding to take that stance in all their interactions with their customers. By understanding what value is to this customer - in all its forms. By combining domain expertise and experience with deep and authentic curiosity about the customer and the challenges. By focusing their discovery on the customer's full solution to their problem – not just on the product they want the customer to buy. And by understanding that adding that value helps to create a relationship characterized by two things – trust and influence.

***Selling Beyond the Product™*** is a program developed by a team of people with more than 100 years of success in selling sophisticated solutions to complex problems. People who have a record of success establishing trusted, influential relationships with all kinds of customers.

## PROGRAM SUMMARY

***Selling Beyond the Product™ (SBP)*** is a three-day workshop designed to help salespeople gain knowledge and the skills to develop trusting and influential customer relationships – to differentiate themselves by the way they do business.

***Selling Beyond the Product™ (SBP)*** helps salespeople understand the buyer's point of view in the buying process and teaches hard and fast skills for developing relationships in which the sales person can influence the customer's perception of the problem and the differentiated advantages of your solution.

The workshop consists of seven integrated modules that describe the philosophy and processes of a sales approach driven from the stance of adding value.

## THE VALUE-ADDED STANCE

- Become aware of a repeatable process for establishing trusted relationships.
- Approach buyers with a value-adding stance.
- Understand that your credibility, authenticity, reliability and your consistent focus on your customer are keys to developing trusted customer relationships.

## ENGAGING

- Doing account-level, due diligence to enable more insightful questions and observations
- Efficiently prepare for sales calls to enable you to demonstrate insight on the first call.
- Open sales calls in a way that communicates credibility.
- Build trust through authentic curiosity.

## OUTCOMES

*Upon completion of Selling Beyond the Product, participants will:*

- Use new skills and techniques for developing stronger, more trusted relationships with their customers.
- Improve their discovery questioning types and techniques.
- Focus their discovery process on guiding the customer to consider different elements of their situation for which you have solutions.
- Be able to apply a structured framework that will drive insightful, comprehensive discovery across all the different domains of the customer's situation.
- Use an insightful Discovery Summary as the basis for presenting a solution.
- Understand how to raise the customer's visibility into and value perception of all the different elements of your offering.
- Leverage a successful commitment into future business within the account and with other customers.



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## LISTEN & LEARN DISCOVERY

- Ask insightful questions; listen across all the implications of a customer's situation.
- Vary the types of questions to access different perspectives.
- Learn a comprehensive process to S.C.O.P.E. a customer situation across all the domains of their situation.

## GUIDED DISCOVERY

- Focus on the right targets of discovery for your solution advantages.
- Understand how – in Discovery – to raise the visibility and explore the potential value of your differentiated strengths compared to the competitive alternatives – including the status quo.
- Demonstrate deep authenticity and insightful curiosity.

## CONFIRMING

- Know how to frame a common understanding of the joint, and perhaps newly discovered insight you have developed.
- Be able to highlight your competitive differentiation advantages while confirming the results of your discovery.

## RECOMMENDING

- Enhance your influence by recommending what they should do to solve their problem, not just what they should buy.
- Compete at the approach level – beyond the product name and feature sets
- Be able to tightly link your competitive advantage to your customer's critical success factors.

## COMMITTING

- Be able to obtain and maintain commitment to a solution decision.
- Resolve concerns and leverage success, both within the account and with other customers.

## PROGRAM DETAILS

### PARTICIPANT MATERIALS

Participant guide, Job aids, soft copy *Scratchpads*

### LEADER MATERIALS

Leader Guide, SBP program video, presentation support material

### FIELD REINFORCEMENT

We offer a series of *Manager Application Modules* – 2-hour “Regional Meeting-in-a-Box” self-contained modules for a Sales Manager to use in remote or in-person meetings with their team. A set of eight, 10 minute *Selling Beyond the Product™ Refresher Podcasts* is also available to enable participants to revisit the content following the workshop.

A coaching program – *Coaching Selling Beyond the Product™* is recommended to ensure active and engaged field management support for the process.

For product and strategic marketing staff working to support the field sales efforts, we offer *Marketing Beyond the Product™* to better enable them to provide the domain insight and solution information required to more effectively create demand.