



VALUE SELLING - SIX BATTLEFIELDS

Target group

The “six battlefields” is a robust methodology which enables sales people to face a strong competitive situation in an effective way. Defining customer requirements and building a strong statement to increase competitive value.

Training is meant for the sales force and sales management (very often marketing and product experts join the session)

Agenda of this one- day or two-day classroom training

- Intro : Background, objectives and sales campaign (management)
- Focus on competitive situation
- The 6 battle fields : on which arena do we have to build our argumentation and “win the battle” ?
- The “Car clinic” exercise : let’s be the competitor
- The 6 battle fields : the competition fields
The “car clinic” : our fields
- The ideal sales reaction on each field.
- Value selling : value based and influence based pitch
- Drill on pitch
- The “hot resistances”

- How to react using the “6 battlefields pitch”
- Work-out on hot resistances
- The “high impact message” : how to change customer’s mind in less than 10 minutes
- Conclusions : key learnings - action plan - Sales campaign launch coaching plan by first line managers and by Mercuri

The 6 Battlefields

1. We have strengths not needed by clients that competition does not have
2. We have advantages needed by clients that competition does not have
3. We have weaknesses “irritating” clients that competition does not have
4. Competition strengths not needed by clients that we do not have
5. Competition strengths needed by clients that we do not have
6. Competition weaknesses “irritating” clients that we do not have

Methodology

The program uses a range of interactive discussions, group tasks and extensive role play to make the learning experience fun, engaging and effective.

Results, how your organization will benefit

Develop a powerful pitch, the right arguments, the right attitude and behaviour, enabling sales people to change customer’s mind when these customers are in favour of competitor.

Business impact

This project must ideally be integrated in a targeted sales campaign. The sales organization define the “target” (win-back, share of wallet win, new customer’s acquisition) and organize the campaign immediately after the 6 battlefield training session. KPI are defined in sales activities, in success ratios and in business output.