

MILLER HEIMAN

SALES PERFORMANCE WORKSHOPS 2010



MILLER
HEIMAN®

The Sales Performance Company

SALES PERFORMANCE

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Miller Heiman helps companies and individuals that compete for high-value business-to-business sales develop strategies, processes and skills to consistently win business – especially when the sales process is complex and the marketplace demanding. We are the world's largest sales performance consulting and training firm and the preeminent thought leaders in the space. Quite simply, nobody knows sales performance better than we do.

SIMPLICITY + POWER = PERFORMANCE

Miller Heiman has brought precision to the art of selling. Our simple, powerful processes and tools help drive performance.

Sales Leaders trust us. We understand their sense of urgency. We don't disrupt their strategy; we give them a foundation to execute and drive results quickly.

Sales Managers depend on us. We give them common language and processes to improve revenue predictability, collaboration and coaching.

Salespeople value us. We respect their natural ability and give them added capability and tools to replicate success and create wealth.

EXPERTISE BASED ON RESEARCH AND EXPERIENCE

Miller Heiman has researched the sales process, defining and documenting what makes successful selling. We find that successful selling is based on fundamental and repeatable processes. Our core programmes, *Strategic Selling*® and *Conceptual Selling*®, which have become the gold standard for managing complex sales, have helped sales organisations across the globe by providing them a refined, systematic approach into the art of strategically managing complex deals.

Our experience working shoulder-to-shoulder with the world's leading companies, and our comprehensive research, has kept us relevant over three decades of change. Bring us your toughest deal or most promising account. We'll gladly prove it.

SALES SOLUTIONS

CREATE OPPORTUNITIES

CONCEPTUAL SELLING®

Customer Interaction Strategy for Winning Complex Sales

Conceptual Selling® helps salespeople connect the way they sell to the way their customers buy. The programme clearly defines how to unearth a customer's key issues and concerns in order to better focus selling efforts on what the buyer needs to accomplish. With *Conceptual Selling®*, salespeople gain a framework to view the sale from the customer's perspective, build credibility, and create collaborative win-win solutions.

This programme, which uses Miller Heiman's Green Sheet, provides a consistent method for creating high-value solutions that are difficult for competitors to replicate. Participants will learn to better interpret information about the prospect to craft a comprehensive solution that matches the needs of the buying organisation.

Conceptual Selling® gives organisations a common process and language for intelligently pursuing sales opportunities. This allows internal teams to improve collaboration on large deals and see more movement of opportunities through the sales cycle.

Dates and Locations

3/4 August Milton Keynes

To register, please contact David Sutton on +44(0)1908 519601
or email: dsutton@millerheiman.com quoting your ISMM
membership number.

Programme Fee: £1100
ISMM Discounted Fee: £880

SALES SOLUTIONS MANAGE OPPORTUNITIES

STRATEGIC SELLING®

Comprehensive Strategy for Complex Sales

Strategic Selling® helps organisations and individuals develop comprehensive strategies to win sales opportunities. Participants develop action plans to successfully sell solutions that require approval from multiple decision makers in the customer's organisation.

Strategic Selling® provides visibility into sales opportunities, documenting plans with the programme's Blue Sheet. This involves first identifying all key players in the customer's organisation, understanding each player's degree of influence and their reasons for buying, and uncovering essential information. Participants will learn to evaluate their competitive position, differentiate their company by leveraging its unique strengths, and address the business and personal motives of each decision maker in the client organisation.

Strategic Selling® significantly improves the odds of winning complex sales opportunities. It gives organisations a common process and language for pursuing sales opportunities and criteria for allocating resources to determine when to walk away from resource-intensive deals with a low probability of success. Participants will learn how to focus time and energy on those opportunities most likely to become profitable, long-term customers.

Dates and Locations

25/26 August	Milton Keynes
1/2 September	Milton Keynes
12/13 October	Milton Keynes
23/24 November	Milton Keynes
15/16 December	Milton Keynes

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SALES SOLUTIONS

MANAGE OPPORTUNITIES

NEGOTIATE SUCCESSSM

Win-Win Sales Negotiations that Strengthen Customer Relationships

Negotiate SuccessSM is a customer-focused process that improves a salesperson's ability to reach a win-win outcome. This programme considers negotiations an essential part of every stage of the selling process, and participants will learn the best actions to take from beginning to end.

Our *Negotiate SuccessSM* programme helps those involved in the sales process, from senior executives to sales professionals, improve negotiation skills by presenting a blueprint of the actions effective negotiators take. Participants will learn that selling and negotiating happen simultaneously. They will also walk away with improved problem-solving and decision-making skills that bolster their ability to reach goals.

This joint-venture approach builds trusting relationships with customers and strengthens the company's position for future opportunities. *Negotiate SuccessSM* helps sales professionals recognise and acknowledge the other party's perspective to jointly create agreements that satisfy all critical interests.

Dates and Locations

8/9 September **Milton Keynes**

10/11 November **Milton Keynes**

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Programme Fee: £975
ISMM Discounted Fee: £780

SALES SOLUTIONS

MANAGE RELATIONSHIPS

LARGE ACCOUNT MANAGEMENT PROCESSSM

Strategic Planning for Protecting and Growing Key Accounts

Large Account Management ProcessSM (LAMP[®]) uncovers how to best manage and grow strategic accounts by bringing the entire relationship into view. This process provides organisations a road map for identifying strategic customer relationships that have growth potential. Participants develop a one to three year plan to strengthen the account relationship through team selling and customer collaboration.

LAMP[®] begins with an analysis of an organisation's current position within actual accounts to identify discrepancies and develop a shared vision between your organisation and your customer's organisation. *LAMP[®]* participants learn to document long-term plans for managing key accounts and allocating resources effectively. They will also learn to craft strategies for managing cross-functional teams to clarify roles and responsibilities, boost collaboration, and ensure accountability. The programme also presents a method for enhancing relationships between the buying and selling organisations.

Participants learn to determine account revenue potential and how it impacts their selling strategy. The process highlights how managing a customer's perception of the business relationship, and mutually identifying the appropriate level of collaboration, can significantly minimise price sensitivity and competitive threats. *LAMP[®]* helps sales organisations objectively determine this perception and define goals to keep their position as trusted advisors.

Dates and Locations

14/15 September Milton Keynes

5/6 October Milton Keynes

1/2 December Milton Keynes

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Programme Fee: £1100

ISMM Discounted Fee: £880

SALES SOLUTIONS

MANAGE RELATIONSHIPS

CHANNEL PARTNER MANAGEMENTSM

Optimising Results from Indirect Distribution

Channel Partner ManagementSM facilitates strategy alignment for organisations that go to market through an indirect channel. Attendees will learn to define goals, minimise vulnerabilities, and establish commitments. This programme offers a method for prioritising channel partners based on the potential of the partnership and for aligning objectives for enhanced performance.

Participants build a relationship plan for distributors or resellers that will increase mindshare and direct the relationship toward mutual profitability. By differentiating strategic partnerships, organisations can better allocate resources and expect to see improved profits and market penetration.

Channel Partner ManagementSM focuses on satisfying mutual business objectives, beginning with an understanding of each party's key area of focus and unique strengths. The programme helps participants validate and commit to the programmes that accomplish desired objectives and optimise both parties' investment in the partnership.

Dates and Locations

10/11 August **Milton Keynes**

16/17 November **Milton Keynes**

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Programme Fee: £975

ISMM Discounted Fee: £780

SALES SOLUTIONS

STRATEGIC SELLING® & CONCEPTUAL SELLING®

Aligning Buying and Selling Processes in Complex Sales

The *Strategic Selling®* and *Conceptual Selling®* programmes combine to offer a process to strategically pursue complex opportunities by understanding both the buying and selling processes at work. The programme, which uses both the Blue and Green Sheets, helps map out both the sales opportunity being pursued and the expected outcomes of each critical customer interaction.

From the seller's point of view, the *Strategic Selling®* process provides visibility into the sales opportunity. This involves first identifying all key players in the customer's organisation, understanding each player's degree of influence and their reasons for buying, and uncovering essential information. Participants will learn to evaluate their competitive position, differentiate their company by leveraging its unique strengths, and develop comprehensive action plans to address the business and personal motives of each individual in the client organisation.

Conceptual Selling® shifts the focus from seller to buyer and helps salespeople connect the way they sell to the way their customers buy. The programme clearly defines how to unearth a customer's key issues and concerns in order to better focus selling efforts on what the buyer needs to accomplish. *Conceptual Selling®* gives the salesperson a framework to view the sale from the customer's perspective, build credibility, and create collaborative win-win solutions.

This programme combination provides organisations a more complete picture of the elements at play in a complex sale. Participants will learn how to focus time and energy on those opportunities most likely to become profitable, long-term customers. This combination also gives organisations a common process and language for pursuing sales opportunities and planning for effective customer interactions.

Dates and Locations

17/19 August	Milton Keynes
28/30 September	Milton Keynes
2/4 November	Milton Keynes
7/9 December	Milton Keynes

To register, please contact David Sutton on +44(0)1908 519601 or email: dsutton@millerheiman.com quoting your ISMM membership number.

Programme Fee: £1770
ISMM Discounted Fee: £1400

MILLER HEIMAN®

The Sales Performance Company

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