

Outcome-Centric Selling® Academy

From Inflexion-Point Strategy Partners

It's no wonder that conventional sales training rarely results in a significant lasting improvement in sales performance.

All too often, it's managed as a one-off or occasional event, is generic rather than customised to the organisation's specific sales environment and isn't properly reinforced on a day-to-day basis in the organisation's CRM system, management coaching strategies, review cadences or sales tools.

Equally challenging, much of the allocated training time is often spent familiarising salespeople with the latest features, functions, advantages and benefits of the organisation's product or service offerings. Whilst this information represents critical foundational knowledge, it is not enough to transform sales performance.

We have a different perspective. Rather than focusing on training your salespeople in your product and service offerings - something you can typically effectively accomplish with your own in-house resources - we focus on equipping your salespeople to develop an in-depth understanding of their customer's critical business outcomes.

And unlike traditional "solution selling" methodologies, we recognise that in a world in which your customers are increasingly preferring to consume solutions as-a-service, their buying decision journey (and therefore your sales process) isn't over when they place an order.

Their buying decision journey can only really be said to be over when - with your help - they achieve the business outcomes they set out to, they become a truly satisfied customer, and you earn the right to renew and expand the relationship. Unlike conventional sales training, our Outcome-Centric Selling® approach:

- Is designed as an ongoing change management process, rather than as a one-off event
- Evaluates your people, systems and processes before implementing
- Uses proven best practices that are customised to your environment
- Focuses on changing habits and behaviours as well as developing skills
- Revolves around successfully achieving critical customer outcomes
- Can be embedded into your core CRM and sales enablement systems
- Offers multiple training delivery modes
- Supports ongoing reinforcement
- Can be customised to reflect your corporate branding (extra costs apply)
- Delivers measurable results

Three delivery options

We offer three delivery options, which can be combined to achieve the maximum impact:

On-Site Team Training Workshops



Highly interactive on-site team training workshops covering multiple Outcome-Centric Selling® topics

On-Line Team Training Workshops



Highly interactive on-line team training workshops covering specific Outcome-Centric Selling® topics

On-Demand Individual Training



On-demand, self-paced online training videos covering specific Outcome-Centric Selling® modules

Find out more

You can review our training syllabus on the next page. To discuss your organisation's specific training requirements, and to learn more about our approach, please book a Zoom using the link below:



www.inflexion-point.com/book-a-call

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Outcome-Centric Selling® Academy Syllabus

All elements can be delivered (when circumstances permit) as instructor-led on-site or on-line interactive group training workshops, or as self-paced on-demand individual on-line training modules.

Topic	Goal/Outcome	Modules
Establishing the Foundations of Outcome-Centric Selling	Students will understand the core principles behind Outcome-Centric Selling® and will be motivated to put them into practice	What are Outcomes?
		Sales Process to Buying Journey
		How Complex B2B Buying Decisions are Made
		Facilitating the Buying Decision Journey
		Making the Most of this Program
Proactive Targeting	Students will be equipped and motivated to recognise and target their highest potential prospective customers	Key Principles
		Key Business Issues
		Ideal Customers
		Key Roles
		Trigger Events
		Intelligent Prospecting
Planning to Win	Students will be equipped and motivated to develop and implement well-researched and effective territory, account, and opportunity plans as well as co-developing mutual success plans with their prospective customers	Key Principles
		Territory Planning
		Account Planning
		Opportunity Planning
		Mutual Success Plans
Qualification and Forecasting	Students will be equipped and motivated to consistently qualify sales opportunities using the IMPACCT framework, to proactively manage their pipelines, and to generate consistently accurate revenue forecasts	Establishing the Foundations
		Issues, Process, Money, and Authority
		Champions, Competition, and Timing
		Pipeline and Forecast Management
Value-Creating Conversation Framework	Students will be equipped and motivated to prepare, plan and manage consistently value-creating customer conversations	Why Bother to Plan?
		Preparing the Ground
		Setting the Scene
		The Core of the Conversation
		Wrapping Up and Following Up
Value-Creating Conversational Skills	Students will be equipped and motivated to ask appropriate questions, to apply the SPIN+Cycle questioning framework, to share insights, anecdotes, and evidence, and to understand and address their customer's concerns	Asking Appropriate Questions
		The 4 Core SPIN Question Types
		From SPIN to SPIN+Cycle
		Insights, Anecdotes and Evidence
		Understanding our Customer's Concerns
		Resolving our Customer's Concerns
Stakeholder Management	Students will be equipped and motivated to identify, engage and assess every key stakeholder	Identifying the Stakeholders
		Understanding Primary Perspectives
		Assessing Every Stakeholder
Customer-Specific Value Propositions	Students will be equipped and motivated to craft compelling, customer-specific value propositions that underpin winning proposals.	Value Story Frameworks
		Establishing Why Act
		Establishing Why Now
		Establishing Why You
		Establishing Why Trust
		The Executive Summary
Putting it all into practice	Salespeople and their managers will be equipped and motivated to put Outcome-Centric Selling into practice	Putting Outcome-Centric Selling into Practice