



Winning The Complex Sale

Your Customers are changing how they buy

The market is competitive and complex

Are you changing the way in which you sell?

Have you noticed that as the sales opportunity becomes increasingly complex, so the conventional sales process becomes less effective? Your biggest differentiator will be you, and the way you sell, rather than your product or service.

Do your customers?

- Have expectations for high value solutions, yet you end up in a commodity sale competing on price alone
- Move the decisions to senior levels in their organisation, and then not allow you access
- Expect you to be the experts, but leave you unpaid for your consulting efforts
- Continually ask for information, but then do nothing

Is this your sales situation ?

- Your product or service is intangible and your customers do not understand the value of your solution
- You were left thinking you had been talking to the wrong people
- You have a long sales cycle, with repeated proposals for the same project
- You need more quality leads and to increase your conversion rate
- Many decision makers are involved and confuse the issue
- You are having to excessively lower prices to win and retain business
- Your new recruits take a long time to get up to speed
- Your sales system is little more than being reactive to customer requests for proposals

Sales Partners International partner with businesses who have complexity in selling their product or service. Together we develop a sales strategy and implement the systems needed for you to differentiate from your competition and win by the way you sell.

We will equip you to defend your business, win sales and be a leader in developing valuable and sustainable customer relationships.

How you will benefit from partnering with Sales Partners International

- Learn how to win a complex sale by moving from the worn out selling, presenting and persuasion methods to developing the business of the customer by managing the decision to change.
- Develop the skills of the top performing sales professionals.
- Maintain and grow your accounts by building sustainable relationships with your customers.
- Reduce the sales cycle time, increase your conversion rate and qualify opportunities early, long before valuable time is wasted.

Sales Partners International Ltd

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- Build credibility, and gain the respect and trust of the executives in your clients organisation.
- Write winning proposals that have impact where decisions are made.
- Become a valued resource and the trusted advisor to your client.
- Build a team of Sales Professionals who will stand out from the crowd.

Services of Sales Partners International

Facilitation

1. Learn how to compete and win

Differentiate from your competition by the way you sell with Quantum training programs for the complex sale and account management.

Quantum Selling Training Program - Winning the Complex Sale

Highly customised to your business and sales situation, this business development training program will deliver the skills and strategies to win the complex sale, differentiate you from most other sales people and take you to the next level of success in a very competitive market.

Quantum Account Management – How to compete, win and make a difference

Highly customized to your business situation, successful account management begins with understanding what differentiates sellers from account managers, and the role of the account manager in customer retention. We then consider what we need to know to do business with our accounts, and learn and practise the skills required to develop good relationships. Participants are equipped with the tools to develop high quality account plans, which are driven by activities that will bring business results to their clients, and improve the profitability of their business. How to sell on value forms the final key part of this highly interactive workshop.

Coaching

2. Turning learning into performance

Personal Coaching for Senior Executives

Senior management can play a crucial role in winning a sale. The ability to ask vital questions at the right time to their peers in the clients organisation, and the extent to which they influence the decision to change can be pivotal. For customer facing senior managers who are not from a sales background we help to develop these skills.

Personal Coaching for Sales Professionals

Working one on one is the most powerful means to personal development. That's why top sports professionals and teams have coaches. The purpose of the ongoing coaching is the continuous improvement of a sales persons ability to consistently use the system, execute the skills and adopt the disciplines required to become a top performing sales professional. This coaching is based on specific opportunities.

Reduce the time it takes for your new recruits to get up to speed

What steps do you follow when a new recruit joins the ranks? If it's like many companies we see it will be some product training, followed by a few customer introductions and then it's off you go! Little wonder it can take so long for them to hit targets. The **Quantum sales induction** starts in a different place - understanding your customers: Why they do business with you, what problems they would have if they did not use your solutions, and defining your value proposition for each industry segment. The result is that new recruits don't look like the new kids on the block. They are prepared, credible and equipped to be more effective in their roles sooner.

Consulting

3. Finding and recruiting great sales people

We operate the Wellington division of Rev, New Zealand's leading specialist Sales Recruitment firm.



And when we say we're specialists, we mean it. We help businesses find Sales People. That's it.

All Rev team members come from highly successful careers in sales and sales management, so we know first hand the challenges faced by our clients and jobseekers.

Our motivated network of sales jobseekers ensures that our clients have access to the best sales people available at any one time.

4. Excellent written communication

Excellent written communication with your customers is vital as you work hard to earn credibility. You'll receive expert assistance from Sales Partners International in:

Creating your marketing message

We help create your marketing message for brochures, company information, websites, sales letters, e-newsletters or exhibitions.

Preparing sales collateral

Getting your sales collateral to communicate with the reader in their language and give them a reason and a means to take action. It's not always easy to do!

Writing proposals

Is your proposal a winner or a binner? Do you make multiple submissions for the same opportunity? Proposals that win connect the value of your solution to the customer's problem. We'll show you how.

5. Customised sales team workshop and conference facilitation

We tailor this to the specific objectives of your meeting.

6. Public Speaking

Paul is available for public speaking engagements in leading edge sales and business development strategies.

Paul Newsom, Director, Sales Partners International



Paul Newsom is a nationally respected sales consultant. His areas of expertise are in complex sales and key account management.

Trained at the 'grass roots' of selling in the UK, Paul has 20 years experience in corporate sales and business development, sales workshop facilitation, training and coaching and project management. He has held senior sales roles with major global organisations such as Bairnco and BOC and for smaller privately owned organisations.

Paul has worked at executive level with many of New Zealand's largest organisations, and was a member of the South Pacific Management Leadership Team for BOC. He has worked with clients across Europe, parts of Africa, America and Australia.

Paul now helps business professionals to develop into top performers. He works throughout New Zealand and Australia running training courses, facilitating sales strategy workshops and providing one on one coaching. Bringing a professional but streetwise approach to training and coaching, Paul has a high degree of empathy with the challenges of business. This combination and a good dose of humour of what it is really like out there makes for an enjoyable and stimulating learning experience.

Holding a BSc honours degree in Engineering and Business Studies, Paul is a consultant and facilitator of consultative selling, key account management and related training courses for the New Zealand Institute of Management (Central).

Paul is a member of the NZIM, the New Zealand Association for Training and Development (NZATD), and a Young Enterprise Scheme (YES) business mentor.

Paul is also the President Elect and Vocational Director for the Rotary Club of Hutt Valley.

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