

"In addition to encouraging client focus, *Conceptual Selling*<sup>®</sup> brings efficiency to the sales process, and into every sales meeting. By using the sales-call plans, our representatives are better prepared for every meeting."

President, Schwab Institutional



Conceptual  
Selling<sup>®</sup>

## The Process

---

Shows salespeople how to dramatically improve their conversion rates by moving beyond "product pitches"; how to identify the Buying Influence's Concept, or the "solution image" that explains why customers really buy; and how to:

- Leverage unique strengths to gain competitive advantages.
- Determine what the client is looking to fix, accomplish or avoid.
- Distinguish between objections and basic issues.
- Overcome basic issues.
- Spot commitment signals.
- Handle customers who won't commit.
- Work effectively with senior executives.
- Prepare for – and set realistic expectations for – sales calls.
- Gain lasting, across the board credibility.

## What You'll Learn

---

Provides participants with proprietary techniques and tools that have proven their worth time and time again; for example:

- The Buying Influence's Concept
- The Best Action Commitment
- The Minimum Acceptable Action
- The Single Sales Objective
- The Valid Business Reason
- The Joint Venture Approach
- The Sales Call Plan (Green Sheet)

## Who Should Attend?

---

- National account directors
- Regional sales managers
- Sales and marketing vice presidents
- Account executives
- Sales directors
- Sales representatives
- Sales engineers and support staff

## Real-World Selling Strategies

---

Involves participants in real-world situations, not theoretical case studies, and enables them to create detailed communication plans for their own accounts that:

- Identify the Buying Influence's Concept.
- Identify the buying decision process.
- Identify Action Commitments.
- Set a Single Sales Objective.
- Create a Valid Business Reason.
- Earn lasting credibility.
- Ask questions that reveal the missing pieces.
- Use a Joint Venture Approach.
- Differentiate themselves from competitors.
- Use logic to get to Win-Win.
- Create actionable sales call plans (Green Sheet).

## The Value of *Conceptual Selling*<sup>®</sup>

---

*Conceptual Selling*<sup>®</sup> fosters a customer-centered culture by focusing salespeople on why a client is really buying. Through a Joint Venture Approach to selling, salespeople are able to quickly determine if there is a fit for their products

and/or services. This enables them to focus their efforts, resulting in more effective sales calls and a more productive sales force.

---

*Conceptual Selling*<sup>®</sup> requires concentration, involvement and attention. Like all Miller Heiman offerings, this program is rigorous and challenging...because that's what it takes to sell successfully today. For more information about Miller Heiman's *Conceptual Selling*<sup>®</sup> program: Call (877) 552-1065 or visit [www.millerheiman.com](http://www.millerheiman.com).