

## Global Outsourcing Company



*“Giving people self-confidence is by far the most important thing that I can do. Because then they will act.”*

**- Jack Welch**

### CPS Partners with Global Outsourcing Client to Enhance New, Industry-Focused Go-to-Market Strategy

*Remember the adage, “As the salesperson goes, so goes the strategic account?” In any organization, the first sale that needs to happen is in the mind of the salesperson. The confidence of a selling organization translates into its ability to execute corporate strategies and support a business plan.*

Too often, salespeople don't formulate how they want to talk to a customer or what message they want to convey until they're standing in front of the customer, not the most optimum time to be formulating a value proposition or sales strategy. After too much stammering and too short a meeting, the salesperson leaves, head down, wondering what went wrong and what might have been.

Professionals from most fields of endeavor have a need and desire to improve their performance, and will invest time and effort to work at their craft. The medical doctor, attorney, accountant, plumber, and, of course, the sport professional all take time each year for training and education that will enhance their skills. For some unknown reason, the vast majority of sales professionals do not feel it is necessary to practice or rehearse the delivery of their value messages, questions, or demonstrations. They rationalize not rehearsing by declaring, “I'm good on my feet,” “I'm really good under pressure,” or “I'm flexible and creative.” The most predictable way to achieve desired results is to practice, practice, practice!

Time available for calling on senior executives and decision makers is precious and increasingly more difficult to secure, as their calendars are full and they are protected by a variety of gatekeepers. If you are allotted 30 to 45 minutes with a decision maker, you must be prepared to make an extraordinary impression, accomplish multiple key objectives, and keep the door open for future contacts. In today's environment, that meeting represents less than one-half of one percent of the decision maker's time in a two-week period. This limited time makes it imperative that communications be clear and concise, and demonstrate high value for the decision maker. This begs the question, “How can you afford not to be prepared?”

Critical Path Strategies recently participated in a global sales summit for one of our European-based clients. For the last eighteen months, CPS developed and delivered a highly successful sales call offering for the client. At the client's request, the format was expanded to help introduce an enhanced go-to-market strategy based on seven industry vertical markets, and to energize the selling organization around the new strategy.



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Entrenched in “confidence breeds success,” CPS designed a sales call training session for teams to practice articulating competencies and making masterful stand-up presentations. CPS led the sales teams to discover what differentiated their company’s value proposition from the competition, to identify high-potential industry solutions, and to distill the competitive landscapes. This information was recast for “elevator pitches”, proposals, and solution presentations. Next, in this risk-free environment, CPS utilized industry-specific case studies, practical, hands-on role-playing, and team competition to activate and practice sales calls. Having created industry-aligned value messages, the selling organization role-played sales calls with their own executives assuming the role of the customer. Teaching the sales teams to customize face-to-face selling to reflect their understanding of the industry and client raised their emotional intelligence required to win more business.

As the sales teams embraced their newfound behavior, they tallied one success, then another. Their success built on itself, reinforcing their behavior. Likewise, management’s confidence increased along with the sales teams’. At the end of the three-day sales summit, the now more customer-centric sales teams left energized, with enhanced industry knowledge and industry-specific solutions.

Confidence is created through positive experiences. Salespeople gain confidence when they improve their ability, expand their talent, and develop a sense of mastery about what they do. They make better judgments about their customers, engage more fully in their work, and become what leaders want—capable, confident, high performers.

Are you ready to invest in face-to-face selling skills to improve your sales results? May we customize a sales skill enhancement program for your sales kickoff meeting? Let CPS teach your selling organization how to discover the uniqueness of your company, identify high-value benefits for your customers, and successfully manage their sales encounters. Let CPS teach them how to succeed with confidence.

For more information about this client, contact CPS Client Services at [clientservices@cpstrategy.com](mailto:clientservices@cpstrategy.com).

**ABOUT CPS.** Critical Path Strategies helps clients improve their competitive position by providing comprehensive consulting services to improve the effectiveness of major account sales organizations. Our portfolio of services addresses the strategic, organizational, and relationship issues that impact selling performance. Engineering successful sales teams the Critical Path Way enables clients to develop strong selling organizations, build high-value customer relationships, and accomplish strategic business initiatives. Our clients—emerging companies and members of the Fortune 500 alike—typically measure 100 to 500 times their CPS investment in revenue growth.

