

iNsiight Selling

Version 8.0

iNsiight Selling Approach

iNsiight Selling provides sales professionals with the skills needed to win sales opportunities based on differentiated value. Using *iNsiight Selling*, salespeople establish credibility, gain access to the right information and people, shape the decision criteria and articulate value through insightful dialogs with buyers about their business. *iNsiight Selling* is specifically designed to help salespeople execute Target Account Selling™ (TAS) more effectively. The combination of TAS and *iNsiight Selling* allows salespeople to make good decisions throughout the sales process, then execute them more effectively, increasing both win-rates and sales productivity.

The Workshop

iNsiight Selling is a two-day workshop that includes action-oriented skills practice, using both a multimedia case study and live sales opportunities. Participants engage in a series of "learning by doing" activities that model their actual selling environment, which helps them prepare for and execute customer interactions more effectively. By using scenario-based call preparation and a unique pre-call briefing activity, participants improve their ability to anticipate potential challenges, enabling them to improve their agility during dialogs with key players.

Workshop Outline

Day One Topics

- **Prepare for the Call** steps salespeople through the process they will use to prepare for buyer-focused dialogs, whether on the phone or face-to-face. The activities in this module get participants ready to use both the process and skills.
- **Create Opportunities** helps salespeople understand the customer's business and identify potential early in the buying process by gaining insight into the customer's most pressing

business issues. Participants use live work to practice an early cycle call on a key player to identify a potential opportunity.

- **Qualify the Opportunity** focuses on using *iNsiight Selling* effectively during deal qualification. In this module, participants use iNsiight skills designed to clarify their understanding of the budget and compelling event. Then they apply that learning in a role play using their live opportunity.

Day Two Topics

- **Establish Decision Criteria** engages participants in using *iNsiight* skills to clarify, prioritize and influence the buyer's formal and informal buying criteria. By learning to anticipate and manage common selling challenges, participants improve their ability to facilitate dialogs to a mutually beneficial conclusion. Participants also use the *Stage Finder*, a tool that allows them to assess where each contact is in their personal decision process and align their selling activities and skills to that buyer's expectations.
- **Propose the Solution** helps salespeople execute their strategy through insightful discussions with key players to win their support for a mutually valuable solution. During this stage, participants develop a buyer-focused value proposition to enlist a key player's support for their solution.
- **Leverage Value Delivered** develops a way for salespeople to manage buyer perceptions while keeping key players aware of emerging ways to improve their strategy execution.
- **Execute** prepares salespeople to sustain their use of *iNsiight Selling* by outlining a process to adopt and sustain new behaviors. By engaging in regular pre-call planning, "practice and improve" sessions and post-call debrief activities, *iNsiight Selling* participants develop skills that

promote long-term use and consistent improvements in their sales execution.

Sales Tools

The *iNsight Selling* iPlanner guides salespeople through the *iNsight* process and helps them prepare for effective customer interactions throughout the customer relationship cycle. The iPlanner includes the following:

- **Contact Profile** helps salespeople manage relationships with key contacts by collecting and tracking background information, including insights into their track record, business and personal agenda, network, political influence, etc.
- **Call Plan** guides salespeople through the steps necessary to prepare for better sales calls by connecting the *iNsight* principles and the TAS methodology.
- **Stage Finder** is a decision support tool that helps salespeople determine where the customer is in the buying process and align their selling interactions appropriately.

Who Should Attend?

The workshop targets direct salespeople, sales managers and support staff who want to maximize their performance during dialogs with key players.

Prerequisites

The completion of Target Account Selling™ is a prerequisite for *iNsight Selling*. Salespeople who would like to refresh their understanding of TAS prior to attending the *iNsight Selling* workshop are encouraged to take the TAS eLearning.

Reinforcements

Adoption of the *iNsight Selling* skills is maximized through various forms of reinforcement:

Field Reviews with the participant's sales manager to observe and coach the use of *iNsight Selling*.

Field Opportunity Reviews led by an OnTarget Consultant and the customer's sales manager, to review, improve, and update Opportunity Plans and supporting application of *iNsight*.

Implementation

Based on sales and marketing methodology implementations at hundreds of organizations around the world, OnTarget has developed consistent and highly effective change management architecture for implementing large-scale change in sales and marketing organizations.



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