

Creating a selling machine – how to integrate buying decisions into the fabric of your company



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At some point you'll need to develop messaging to tell people why they should buy your solution.

But when?

After your solution has been designed and developed?

You have a great solution. But that's not enough. Buyers need to know how to buy it using their own hidden criteria that we're never privy to. And while the sales model tells the world how terrific you are, it overlooks the journey buyers must take (the Pre Sales function) to be ready, willing, and able to buy.

But the majority of the steps buyers take en route to a purchase happen before they've even determined they have a need they want to fix. Indeed, every solution purchase is a strategic decision that causes buyers to address the unique, hidden, systemic, people-driven decisions that must be made to arrest any change management issues that might cause more disruption than a solution purchase is worth.

By focusing merely on the last steps – the solution choice – buyers take along their extensive buying journey, you're restricting your marketing and branding outreach to differentiating yourself from your competition or educating your field of buyers.

What if you blended your company focus on your solution with your market's buying practices, enabling you to 'think like a buyer' at every step you take as you hire, do product development, and develop sales, marketing, and branding initiatives

What if part of your company strategy was to align with buyers not only during their solution choice, but earlier during their Pre-Sales change management steps that actually inform, a purchase.

What if your company understood every step of the buyers buying journey (their strategy, their people issues, their change management issues, their workarounds) and incorporated them into every step your company takes. Steve Jobs did it with Apple products. Now you can learn to do it too.

Make your company an extension – a replication if you will – of your buyer's buying decision process.

This course will introduce you to the path all buyers take before they know when or what to buy, if they need your/any solution, and how to manage all of the Pre-Sales decision issues they must address to get ready to buy. This course teach you how to build your buyer's decision path into the fabric of your company. It covers:

- » Understanding the differences between sales and the buying decision process, and how managing the relationship between the two can promote effective sales, marketing, and branding;
- » Creating an internal 'Buying Decision' mindset throughout your company to 'think like a buyer' and design a company and solution in parallel to your buyer's process;
- » Knowing how your market makes buying decisions, including
 - Recognizing every one – every one – of the Buying Decision Team members, and understanding who must be assembled to develop the route to a purchase.
 - Knowing every step and decision buyers must take to become ready to consider making a change, and/or purchasing your solution.
 - Understanding every reason buyers stall or object so you can help them get ready to buy.
- » Creating materials (pitches, marketing), sales teams, outreach and education practices, solution differentiation materials, and company structures all designed to focus on facilitating buying decisions – even before buyers have decided on a specific solution.

In this program you'll be introduced to a model that facilitates buyers through the steps they must take toward success, and learn how to take that forward into every aspect of your company. You will learn how to become one with your buyer, to be the natural extension of a solution that is the obvious choice to not only meet needs, but address the full decision path and all Pre-Sales steps.

Different from a sales course that teaches you merely how to pitch and present, prospect and make appointments, and design marketing materials, this course uses a unique facilitation model to teach you to think and act like a buyer and how, specifically, to build this knowledge into your company. You'll be differentiated from the competition from the moment you launch.

There are no other programs that offer experiential learning to **uniquely design materials and company strategies** that **replicates the buying decision path as part of the fabric of your company**. Also, each participant will design and present a plan to the group for feedback.

Syllabus: Creating a selling machine

Day 1

EXERCISE: Each participant will present their company structure for feedback, explain why that structure was developed, and how it will support their solution sale. Subsequent participant feedback to include why they would/wouldn't buy based on the presentation.

BREAK AND NETWORKING

LECTURE: What are the steps in the buying decision process? How do they inform what, how, and when buyers buy? How much of the process involves choosing a solution?

SMALL GROUP DISCUSSION: Discuss how your businesses are set up to make the best use of the buying decision steps. Discuss what you might be doing in addition to what you're doing now to enhance a buyer's decision to buy your solution and what those additions would shift in your company.

LARGE GROUP DISCUSSION: Entire group share ideas, thoughts, etc. Discuss different possibilities that this level change would involve and the outcomes.

WRAP UP: Q&A. Homework to be done after class: Come up with ideas for each area of your company to begin including your buyer's buying decision process into your company. What would change? How could this be handled? How would you get buy in? What problems would come up?

Day 2

OPEN FRAME: Questions from homework and Day 1.

EXERCISE: Work in 2-person groups to identify:

- » Specifics for steps in change/buying decisions for your industry;
- » Understand your own foundational criteria for business, people, and sales strategy;
- » Choosing what type of change would work for you;
- » How marketing and sales materials would change to adapt to your unique buyer;

EXERCISE: Self-Directed work: Identify what to include and change in a new company strategy for:

- » Sales, marketing, branding, media, social media
- » Teams, reporting relationships, job descriptions

Re-work current messaging and company set up to pitch to group.

BREAK AND NETWORKING

ACTIVITY: Individual presentations to group:

Each participant will present to the group using their new thoughts on incorporating their new thinking into their company strategy, sales, etc. Group to give feedback.

Q&A: Discussion and takeaways.

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Sharon Drew Morgen has written 7 books on how buyers buy, including the NYTimes Business Bestseller **Selling with Integrity** and the book on every must-read list for sales professionals **Dirty Little Secrets: why buyers can't buy and sellers can't sell and what you can do about it**.

She has personally trained over 20,000 sales people globally in her unique Buying Facilitation® model,

including such companies as KPMG, IBM, Bose, Unisys, Morgan Stanley, KnowIT (Sweden), HP (Sweden).

Sharon Drew's newest book **What? Did you really say what I think I heard?** is considered a game-changer in the field of listening. Morgen is a consultant, trainer, speaker, and coach. She is on the faculty at STOAF, and the Program Director for Entrepreneur Programs. She can be reached at sharondrew@sharondrewmorgen.com