

CustomerCentric Selling® - A Recommended Approach



Improve Performance.
Drive Revenue.

About The Naro Group

The Naro Group specializes in helping technology companies capitalize on their investment in sales process and sales training. Contact Jim Naro, President, by email at: jnaro@TheNaroGroup.com.

For More Sales Insights

Visit the Knowledge Center at www.TheNaroGroup.com for more sales and marketing transformation.

1. Adoption Decision via a Public CustomerCentric Selling® Workshop, a Small Private Workshop or 1 day executive overview.

Prior to making a major investment of time and money in sales process changes and implementation, we recommend that the senior sales and marketing executives attend a public CustomerCentric Selling® workshop. We have found this to be an ideal way for them to preview the methodology before making a formal adoption decision, and for marketing professionals to learn the sales process and become familiar with the sales tools so that they can support their own internal workshop and ongoing implementation.

2. Defined Sales Process.

Many organizations never take the time to formalize their sales process(es), and as a result, they often have regions that have different sales forecasting models. New managers find it difficult to track sales rep performance, and giving tactical and specific feedback at key points in the sales process is tough. As a result, one item we suggest for organizations is to spend a couple of days defining (in detail) how they currently do business from a sales perspective. It is not unusual to have multiple sales processes in a company depending upon what product or service is being sold. The sales process is then analyzed to determine how it can be improved, what specific marketing collateral should be used where, and how managers can efficiently manage the process and provide objective developmental feedback to their reps.

3. Create a Customized Sales Tool Kit.

The next step we recommend is for the field/program materials to be customized for your specific products and markets. The intent is to work with client subject matter experts to develop a tool kit to be used in the program. This tool kit is then utilized during field implementation. We also suggest that the tool kit owner participates in this effort so that they are prepared to oversee development of materials after the program(s). This allows the participants to hit the street running immediately after the program. It also provides a template of key items for marketing that valuable to the sales force. This allows the marketing and sales organization to better synchronize their efforts.

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4. CustomerCentric Selling Workshop Delivery .

The actual CustomerCentric Selling® customized workshop is four days. It consists of lectures, in-class labs and role-plays. It also includes extensive night work where the participants will apply the strategies and tactics learned in the workshop to an actual live opportunity. We have seen return on investment with this item alone because it gives the participants a detailed "how-to" plan on what they should consider doing next with an account.

5. Sales Management Training .

Within 60 days, we recommend a two-day follow-up with managers only. This gives them time to wrestle through trying to apply the methodology and identify what they don't know. The two-day manager's program provides an opportunity to evaluate each rep, develop an objective plan according to the predefined sales process components and then fully understand how this can all be rolled together into an objective forecasting model. This model can be used across the entire worldwide organization. The result could be that the click of a button, from any location, could provide a forecast that is objective and up-to-date, down to the regional or rep level.

6. Sales Skills and Process Maintenance.

Having been through the process many times with clients, we see areas where there may be a fluctuating need for support. For example, struggling managers could be assisted with our direct intervention and coaching. Depending upon the depth of your marketing groups, there may also be a need to run an internal marketing program to learn how to develop sales tools that support your sales process.

7. Adoption of an automated pipeline management/forecasting tool.

Depending on the volume of opportunities within the organization, it may be appropriate to consider automating the opportunity information to ensure timely and accurate forecasting and pipeline management.



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