

Game On: How to Build an Effective Playbook

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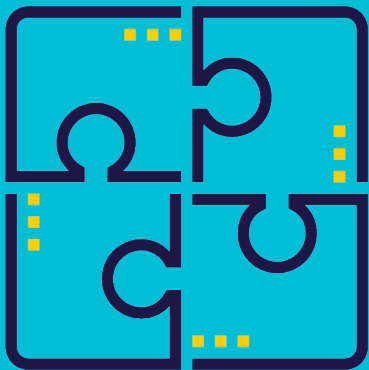
Using ValueSelling to Create a Great Sales Playbook

Agenda

- What is a playbook and why use a one?
- Using the ValueSelling Framework® to structure your playbook
- Driving use of the playbook in your teams with effective coaching and innovative technology
- Measuring success – seeing the value
- Wrap-up and questions



What is a playbook and why use one?

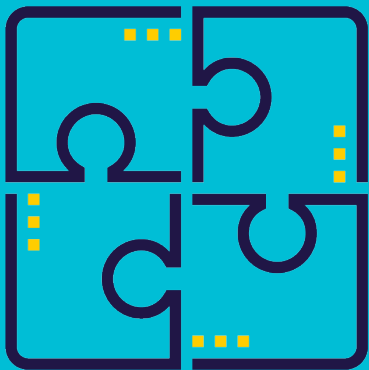


A central collection of tools information and tactics for effective sales activity and efficient execution of the methodology

- Share what works well for your best sales people
- Consistent and best practice messaging
- Efficient sales conversations
- Capture key competitor information
- Easy to access and easy to use resources

- Why?

Sales Training is Forgotten When...



You train your sales people well when they join the organization. After that they begin to get results – right?

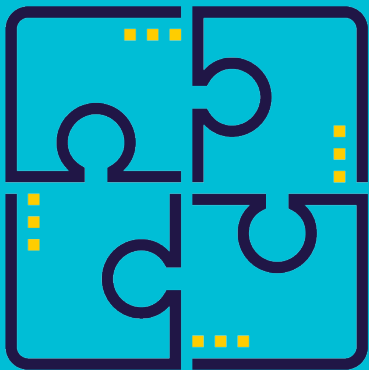


Source: <https://www.learningsolutionsmag.com/articles/1400/brain-science-overcoming-the-forgetting-curve>



Leveraging the ValueSelling Framework in Your Playbook

Capture best practice?



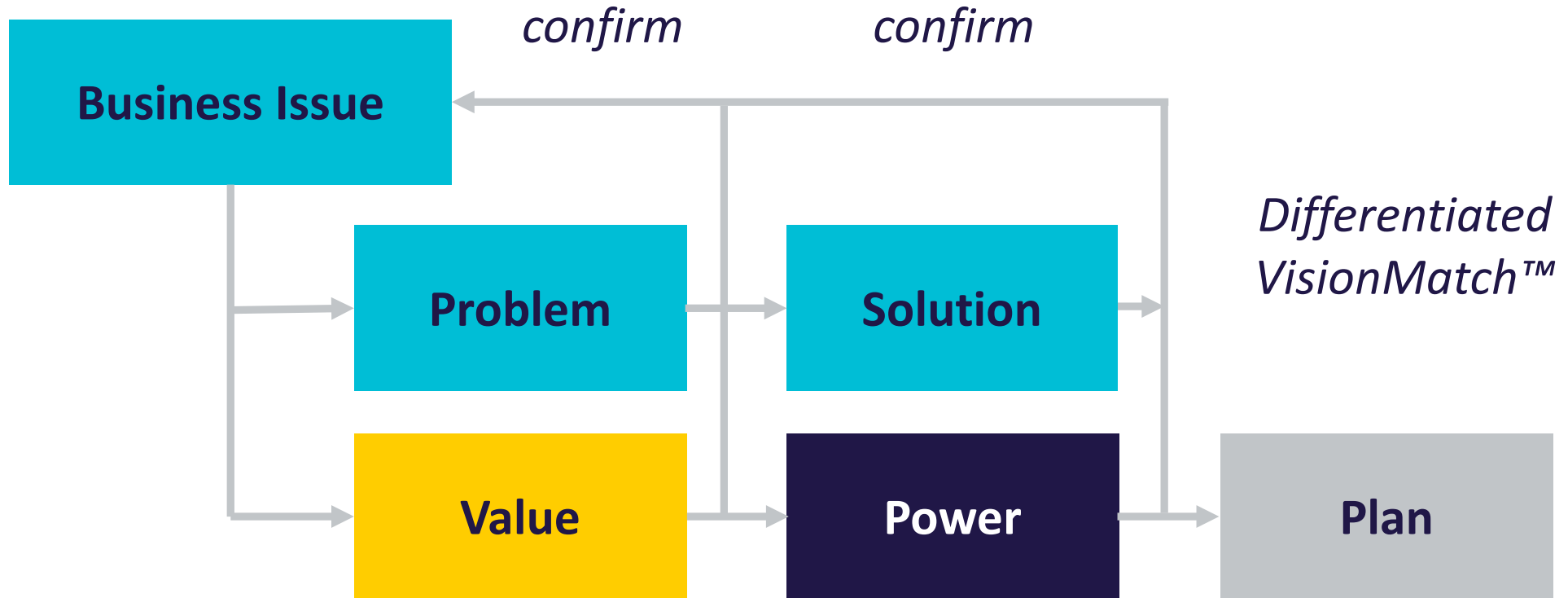
- What tangible business value have you delivered to other clients?
- How do the best sales calls sound, how are they planned and executed?
- How do you position your unique capabilities?

**Sales methodology drives and underpins –
foundation structure of a playbook**

Sales Methodology Drives Content

1. Customer Analysis – Buyer Personas
2. Buying Process
3. Value Proposition
4. Competitive Analysis
5. Handling Objections
6. Best Practices

Value Buying Process™






Great Content


Up-to-date content delivered via multiple media sources in an easily accessible format

Content Management




SELLING VORTEX


COLLATERAL


VALUEPROMPTERS


WEBINARS


WHITE PAPERS


PRESS

- Sales Tools
- Sales Collateral
- Successful Conversations with Value Prompters
 - Relevant personas for sales contacts and power people
 - Example O-P-C questions for all stages of the process
 - Objection handling / competition
- Webinars
- White papers
- Press

Successful Conversations in ValuePrompters

The screenshot displays the ValuePrompter interface, which is a structured tool for business conversations. It features a header with the logo and a contact field. Below this, there are input fields for 'BUSINESS ISSUE:' and 'Anxiety Question:'. The main content area is divided into four quadrants, each with a title and three sub-sections: 'PROBLEM', 'SOLUTION', 'VALUE', and 'POWER'. Each quadrant has an 'OPEN' section and two 'CONFIRM' sections, with 'PROBE' sections in between. The 'VALUE' quadrant is highlighted in yellow, and the 'POWER' quadrant is highlighted in dark blue. The 'PLAN' section is highlighted in grey. The interface is designed to guide the user through a series of questions and confirmations to address business issues and access power.

Completed – ValuePrompters

- Accurate view of typical **business issues**
- Comprehensive view of numerous common **problems** faced
- Definition of **unique or best capabilities** against the competition
- Clear demonstration of real **business value** linked to the problems
- Common routes to accessing **Power**

Example O-P-C!



Common Business Issue Questions

Uncovering problems – What else to dig for?

- What stands in the way of you resolving ____?
- Have you ever experienced ____?
- Another client told me ____ do you find this as well?
- Are you concerned about ____?

Using questions to position your organization's solution as uniquely as possible

- Give the best examples that reps can then adapt to make their own
- Save time in planning sales calls and meetings

Personas

Create a
ValuePrompter®
for Each One

Who are the targets and who is POWER?

- Different business issues for different contacts
- Common contacts – Managers, MD's, CEO's
 - Who are they and what's their common business?
- Identify how to create a coach or advocate in the sale
- Spot the common sales saboteur

Resources and Research

- Collaboration Groups
- Webinars – just like this one!
- White Papers
- Press Releases





Driving the Use of Your Playbook

The ValueSelling Coaching Process

- Continuous Improvement means coaching never stops
- Adoption and results



Importance of Coaching

- 3 hours of coaching per month, results up to 17% peer vs peer
- Combined training and coaching improves productivity up to 88% (versus training alone)
- Improving coaching can result in 19% increase in revenue





Delivered with
Great Technology

Fortified by
accessible and
easy to use
technology



Seeing the Value!



Success Stories

- Average sales order size increased 150%
- Increased cross sell of add-on products by 20%
- Increased win rate by 10%+



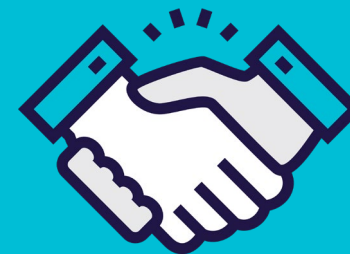
Key to Success: 3 Top Tips



Update Content
Regularly on an easy
to use platform



Train and support
your managers to
coach sales teams



Use a sales
methodology
that is proven

Summary



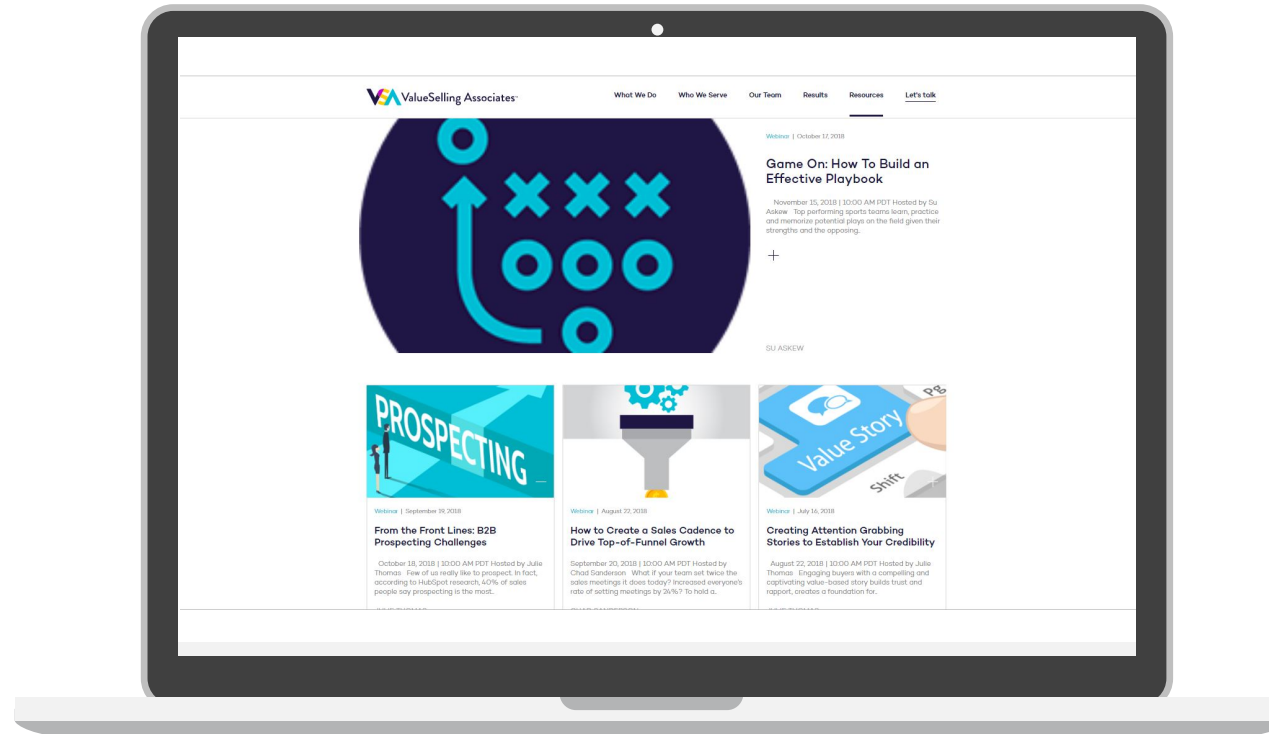
- Playbooks underpin the adoption of a **sales process or methodology**.
- Great **content and technology** is key – capture the best of the sales teams work, detail their discussions and the most effective questions to help your sales team
- Help your managers to **coach the team continually** to ensure they are able to execute the processes you have and use the playbook to up their results!

Questions?



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Save the date!

Get on the Same Page: Align Your Close to the Prospect's Buying Timeline

Tuesday, December 18, 2018 | 10:00 AM PST

2017 Febru

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Keep it simple. Drive Results.

Thank you!

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