

Outcome-Centric Selling® Academy

From Inflexion-Point Strategy Partners

It's no wonder that conventional sales training rarely results in a significant lasting improvement in sales performance.

All too often, it's managed as a one-off or occasional event, is generic rather than customised to the organisation's specific sales environment and isn't properly reinforced on a day-to-day basis in the organisation's CRM system, management coaching strategies or sales tools.

Equally challenging, much of the allocated training time is often spent familiarising salespeople with the latest features, functions, advantages and benefits of the organisation's product or service offerings. Whilst this information represents critical foundational knowledge, it is rarely enough to transform sales performance.

We have a different perspective. Rather than focusing on training your salespeople in your product and service solutions - something you can typically effectively accomplish with your own in-house resources - we focus on equipping your salespeople to develop an intimate understanding of their customer's key business outcomes.

And unlike traditional "solution selling" methodologies, we recognise that in a world in which your customers are increasingly preferring to consume solutions as-a-service, their buying journey (and therefore your sales process) isn't over when they place an order.

Their buying journey is only ever over when - with your help - they achieve the business outcomes they set out to, they become a truly satisfied customer, and you earn the right to expand the relationship. Unlike conventional sales training, our outcome-centric selling® approach:

- Is designed as a change management process, rather than as a one-off event
- Evaluates your people, systems and processes before implementing
- Uses proven best practices that are tailored to your environment
- Focuses on changing habits and behaviours as well as developing skills
- Revolves around successfully achieving customer outcomes
- Can be embedded into your core sales systems
- Offers multiple training delivery modes
- Provides ongoing reinforcement
- Delivers measurable results

Three delivery options

We offer three delivery options, which can be combined to achieve the maximum impact:

On-Site Team Training Workshops **On-Line Team Training Workshops** **On-Demand Individual Training**



Highly interactive on-site team training workshops covering multiple Outcome-Centric Selling® topics



Highly interactive on-line team training workshops covering specific Outcome-Centric Selling® topics



On-demand, self-paced online training videos covering specific Outcome-Centric Selling® modules

Find out more

You can review our training syllabus on the next page. To discuss your organisation's specific training requirements, and to find out more about our approach, please book a Zoom using the link below:

www.inflexion-point.com/book-a-call



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Outcome-Centric Selling® Academy Syllabus

All elements can be delivered as pre-scheduled on-site (when permitted) or on-line group training programmes or as on-demand individual training modules

Topic	Goal/Outcome	Modules
Key Concepts	Students will understand the core principles behind outcome-centric selling® and will be motivated to put them into practice	Why Focus on Outcomes?
		Key Building Blocks
		Putting these Principles into Practice
Planning to Win	Students will be confident about their ability to develop and implement well-researched, effective plans at the territory, account, opportunity and conversation level	Key Concepts
		Territory Planning
		Account Planning
		Opportunity Planning
		Conversation Planning
		Mutual Success Plans
Systematic Targeting	Students will be confident about their ability to recognise and target their highest potential prospective customers	Key Concepts
		Key Business Issues
		Ideal Customers
		Key Roles
		Trigger Events
Proactive Prospecting	Students will be confident in their ability to identify and engage the highest-potential prospective customers in their territory	Key Principles
		Research
		Outreach
Compelling Conversations	Students will be confident about their ability to prepare for and conduct compelling customer conversations	Key Principles
		Conversation Planning
		SPIN+Cycle Questions Overview
		SPIN+Cycle Questions in Detail
		Insights, Anecdotes and Evidence
		Concerns, Objections and Clarifications
		Putting these Principles into Practice
Customer Value Stories	Students will be confident about their ability to craft a compelling customer-specific value story	Key Principles
		Why Change?
		Why You?
		Why Now?
		Who Benefits?
		Putting these Principles into Practice
Opportunity Qualification	Students will be confident about their ability to accurately and consistently qualify sales opportunities	Key Principles
		MEDDPICC+RR Qualification
Stakeholder Management	Students will be confident about their ability to identify and assess every member of their prospective customer's stakeholder group	Key Principles
		Proactive Stakeholder Management
Opportunity Management	Students will be confident about their ability to diagnose where their prospective customer is in their decision journey, and recognise what they need to know and do at each stage to advance the sale and maximise their chances of winning	Key Principles
		The Customer Decision Journey
		Checklists and Checkpoints