Expanding the Sales Conversation

SALLY WILLIAMSON & ASSOCIATES

It can seem counterintuitive, but sometimes the greatest enemy of innovation for a sales organization is success. Experienced sales teams have developed their own way of doing things. They have an approach that's worked for them and, as a result, they're resistant to new ideas or training.

Yet the problem with adopting the same approach again and again is that it assumes your clients' needs stay the same…and that is never the case! This is often the downfall of sales teams who fall into an RFP process with existing clients. Because while you're focused on what you're currently executing on for a client today…your competitors are talking to them about what they could do for them tomorrow.

Our experience of coaching both sides of the sales process has shown us that it's critical for salespeople to keep positioning the overall vision of their company, even if your client isn't currently focused on that total vision. They will be one day! Your vision and look ahead also needs to be a part of every sales process, so that those who work with you can balance both aspects of your story.

But that's a hard ask for a team whose success is measured in deals closed today. To be successful, a salesperson needs to recognize the full scope of a client's needs and then develop a storyline that lifts the altitude of a conversation. So, instead of starting with how their own company adds value, the conversation shifts to the client's priorities and opportunities.

We partner with sales teams to help them Expand, Broaden and Leverage their existing relationships with clients to uncover needs and new opportunities.

Expanding a Topic:
These are conversations where a salesperson wants to shift the customer's focus and either move a conversation ahead or close a lingering concern.

Broadening a Topic:
These are conversations where a salesperson needs to broaden a discussion and bring a more robust solution to the customer.

Leveraging a Topic:
These are conversations where a salesperson wants to leverage one relationship to get to someone else within a customer organization.

Our approach begins with a content element and a style element and then adds the situational component to focus exercises and examples to your group's unique situation.

Content + **Style** >> **Situation**

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Training Overview: *Our program teaches participants how to redefine their value for clients by getting the right message in front of the right buyer at the right time. Then, we introduce 1:1 coaching to help participants adapt our fundamentals of message development and style into upcoming client conversations.*

Program Format

Expanding the Sales Conversation can be delivered in a two-day in-person format, and can be combined with 1:1 or small group coaching to help accelerate the impact of each team training session. It can also be delivered in a 3-day virtual format with coaching.

In-Person Program Format

Two-Day Program & 1:1 Coaching for each participant

Virtual Program Format

(3) 3-Hour Sessions & 1:1 coaching for each participant

Key Components

- Understanding Listener Expectations
- What They Value & What They Need
- Introduce SW&A's Communication Structure
- Creating Clear Messaging and Defined Outcomes
- Tailoring a Customer Storyline & Framework
- Managing Questions & Interruptions

Additional Insights on this Topic

- **"Helping Tech to Talk Exec" with Mac Smith of Google** - What's Your Story Podcast
  LISTEN HERE
- **The Catch 22 of RFPs** - SW&A article
  READ HERE
- ***Storylines & Storytelling: What They Remember & Repeat*** - Book by Sally Williamson
  LEARN MORE HERE

To learn more about Expanding the Sales Conversation to your team, email connect@sallywilliamson.com.

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