

Salecology®



Software as a Service

Professional Sales Development

Welcome

Over the past 5 years, the world of sales has changed dramatically and selling technology led solutions such Software as a Service (SaaS) and Business Intelligence (BI) has evolved and now requires an advanced skillset beyond features and benefits.

Yes, 'solution selling' is still an important part of selling software but latest neurological research has shown that 95% of all decision making is made in the emotional / irrational part of the brain. In short - the sales person still needs to be able to build a compelling solution - demonstrating value and a return on investment, but more importantly, they need to emotionally engage the customer into the solution otherwise the deal becomes stuck in the pipeline, usually soon after the proposal has been submitted.

Salecology understand the nuances of selling software solutions and have helped BI and SaaS sales people around the world master their profession outperform their competitors, and achieve sizeable, double digit growth.

This brochure outlines the 3 key stages of selling software enabled solutions and highlights the various aspects of the programme that will help you master this field and maximise your performance.



Introduction

What is the programme?

This sales programme is designed for people who sell software based solutions such as Software as a Service or Business Intelligence. It covers all aspects of sales from the **HUNTER** mentality of finding new business to the **FARMER** mindset of cultivating accounts from renewing contracts and building up sell and cross sell opportunities.

The programme is divided into 3 cores elements:

- **Opportunity Creation - generating new opportunities**
- **Opportunity Management - Managing complex sales**
- **Account Development - Growing accounts and renewals**

As part of the training, empirical research is used to reinforce the learning points and provide insight in to what separates great sales people from the average performer - in today's world. You will learn real applicable skills and behaviours that you can apply instantly to drive conversion and build bigger, better solutions for your customers.

Each element of the programme is designed to help you **OUTSELL the competition** and build lifelong customers. The 3 keys to success in SaaS and BI sales is to **RETAIN, ACQUIRE and GROW accounts**. This programme will help you do all 3!



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Everything you need to be successful



Learning - Your Way

To enable you to get the best out of the programme we provide a learner journey that ensures that you not only learn the skills and methodologies for each part of the sales process, but more importantly you can successfully apply them in the real world.

We feel people learn best when they are in control of their own learning, therefore we provide a combination of learning materials and modules which are made up of elements of both self-paced learning and interactive classroom based elements. That way you can plough through the material or take your time - depending on your workload and available time. We provide you with a combination of:

- **Classroom sessions**
- **Webinars**
- **Videos**
- **Fieldwork**
- **Gameplans**
- **Checklists**
- **Reference Materials**
- **Email updates**
- **1-2-1 conversations with your coach.**

We separate education from application. The education part is delivered through our sales academy portal where you can read or watch videos to learn the content, and complete some online assessments to ensure that you retain the knowledge.

Application is where you will practice and apply the knowledge. This is undertaken in the classroom and with your coach, but more effectively, we issue you a fieldwork book which will walk you through applying your newly found skills and behaviours in your own role and gain feedback on how you are progressing.

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Certification and Diploma

The SaaS and BI Sales development programmes are accredited programmes. Once you have completed all the modules on one particular part of the programme you will submit your fieldwork book for review.

Your certification and grade will be assessed against 4 areas:

- **Online Assessment scores**
- **Classroom observations from Coach**
- **Fieldwork book**
- **Recorded sales calls and Analysis**

Our Salecologists will be looking for 2 things:

- **Know what to do** – Reviewing evidence of your knowledge and understanding of the sales methodology and progression across the programme
- **Able to do it** – Reviewing evidence that you can actually use the methodology for the various modules

At the end of each programme section you will review your progress with your salecology coach. If you have met the required scores in the programme we will submit your scores to the Salecology Licensing and Certification Board for review and certification.

The certificates available are as follows:

- SaaS Sales Professional Certificate**
- SaaS Sales Professional Diploma**

SaaS Sales Professional Diploma requires you to have passed all 3 of the programmes, combined with submitting a final assessment. Individual Certificates are available for each part of the programme.

TESTIMONIALS

"Salecology's ability to really understand the key business challenges we face, together with their engaging learning style, have made an enormous positive impact with real tangible results in sales growth."

Hillary Harris
Chief Talent Officer
Reed Business Information

"Working with Salecology was a breath of fresh air. They took time to understand our business and our needs and developed a custom-designed training programme which we rolled out across the business with great success"

Gavin Cummy,
Director of Sales Operations & Customer Service
LexisNexis

"Through deploying the Salecology programme, we successfully transformed our core New Business inside sales team by providing them with additional capabilities to engage with their prospects at greater levels. As a result our New Business performance, within this team alone, has increased by 277%."

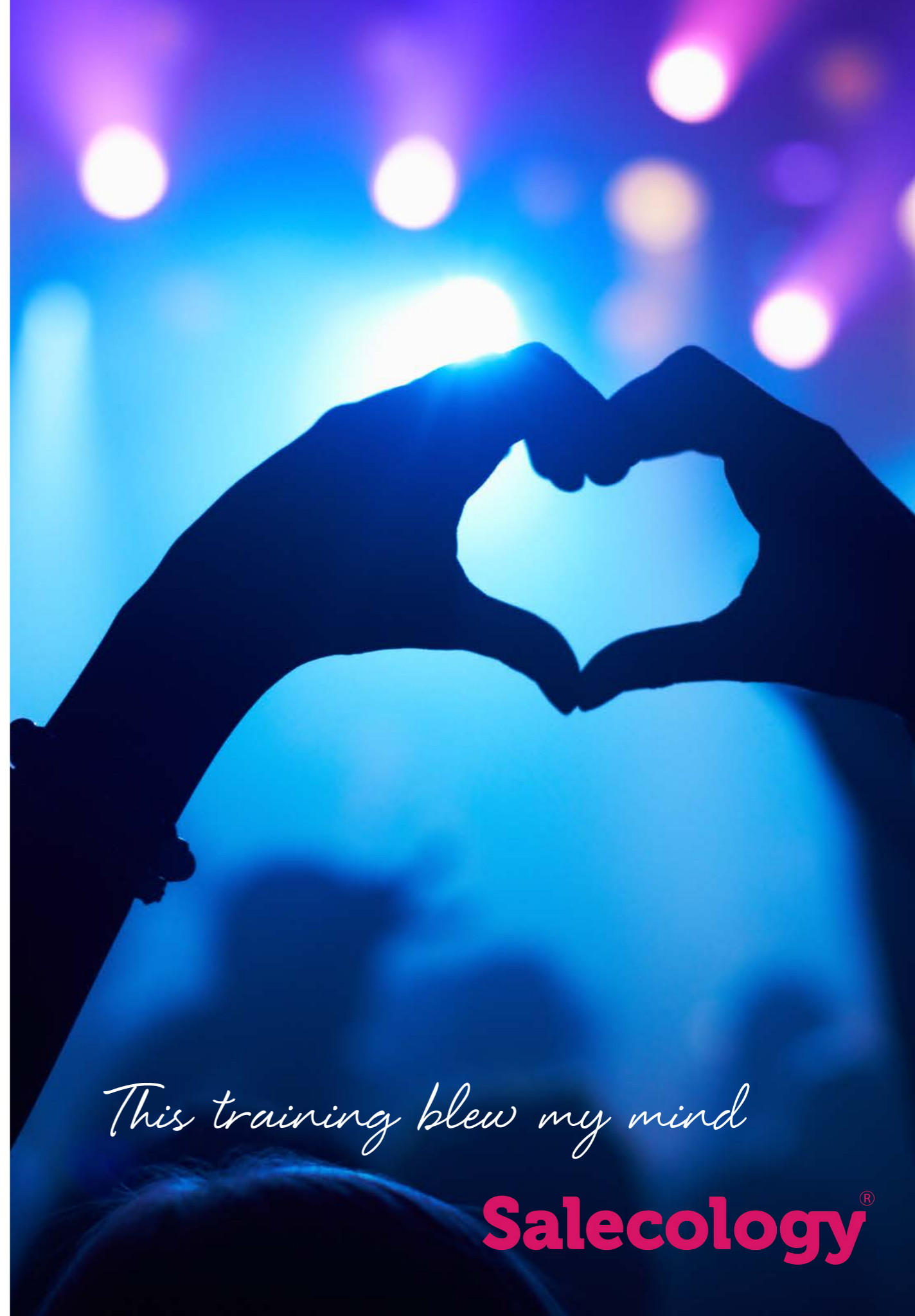
Steve Nicholson
Group Sales Director
XpertHR

"Salecology know how to turn good sales people into great sales people... resulting in a deeper understanding of customer needs."

Dan Barnard,
Global Vice President of Sales
ICIS

This training blew my mind

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Professional Sales Development

Software as a Service

Core Learning Modules

Opportunity Creation

The opportunity creation element of the programme is targeted at helping you to acquire new business opportunities, whether it is new logos, or new solutions in to an existing account.

Module 1: Connect

This module focuses your attention on how to connect to the prospect and engage them into a conversation. If you are cold calling a new prospect or trying to get higher and wider across an existing client – what are you going to say once they say hello? Is it going to be another sales person trying to sell something – or are you going to grab their attention and make them want to talk to you.

If it is an existing customer– what are you going to say to focus their mind to have a wider conversation rather than a friendly chat with their account manager?

Module 2: Explore

This module demonstrates how to challenge the customers' thinking and explore new opportunities with them. By understanding the difference between top performers and average sales people will help you to unlock your capability to explore the customers problems and help them realise the impact that they have on the organisation.

Having the customer tell you problems is one thing, but in real terms, people live with problems and not all of them needs solving. You will learn how to convert these problems into an explicit desire to resolve them and help your customer to understand in resolving them, the value to their business.

Module 3: Demonstrate and Commit

Selling solutions means that at some point you have to sell! This module introduces how to match your products and services to meet the expressed needs of the customer. You will learn why customers object, how to spot genuine objections from negotiation tactics and how to overcome them.

Learning how to advance the sale and getting the customer to commit to action is delivered to ensure that you can close the meeting with clear next steps that will move you around the customers buying cycle to the successful outcome.

Key Learning

Module 1

- ✓ How customers buy your software solutions
- ✓ Selling in today's world
- ✓ Linking the Sales Process to the customer
- ✓ The 3 Questions that determine success
- ✓ 4 Parts of every Sales Call
- ✓ Networking knowledge
- ✓ Opening the Call

Module 2

- ✓ How to avoid selling at the wrong time
- ✓ How to build strong Needs
- ✓ Pro's and Con's of Background Questions
- ✓ Creating a burning platform for change
- ✓ Extending the Impact of the solution
- ✓ Building ROI metrics

Module 3

- ✓ The cause of most objections
- ✓ Pain and Gain Crib sheet
- ✓ Making compelling Benefit Statements
- ✓ Advancing the sale
- ✓ Gaining Commitment

Opportunity Management

This high-impact section of the programme will manage the deal through the pipeline, help shape deals to win, sharpening presentations and hone influencing skills to bring contract negotiations to a successful completion.

Key Learning

Module 4

- ✓ Is there a deal to be won?
- ✓ What goes into an Opportunity Plan
- ✓ How to build tangible metrics and a business case
- ✓ The difference between a Coach and a Champion
- ✓ Spotting and building Champions

Module 5

- ✓ Uncovering Decision Criteria
- ✓ Shaping the Deal to Win
- ✓ Presenting your solution
- ✓ Product Demonstration pitfalls
- ✓ Trial Management

Module 6

- ✓ Coaching your champion
- ✓ • Different Types of Objections
- ✓ • How to minimise Objections
- ✓ • What to do when customers go quiet
- ✓ • Closing Techniques

Module 4: Take Control

This module will introduce you to the Opportunity plan and how to complete it. Across the plan you will learn the 8 distinct areas that will show whether you are close enough to win the deal or if your competitor is in the driving seat.

In today's economic climate your contact will want to know how this solution will provide a return on their investment. This module will show you how to build tangible value and turn your contact into a person who can sell the solution, internally, on your behalf.

Module 5: The Pitch

Before presenting your solution it is important to understand how the customer is going to make their decision on which solution best fits their needs.

This module puts you in control by understanding and influencing the criteria and how to deliver your pitch to ensure the customer is in no doubt that your proposition is the right choice.

Module 6: Negotiate & Close

Research has shown that many objections are caused by the sales persons behaviour. This module will provide you with the ability to prevent objections before they occur and also demonstrate how to overcome them when they are presented.

On many occasions the deal is looking good, your contact has more or less told you that it is a deal but then you are hit with 'Radio Silence'. The customer stops taking your calls, doesn't respond to email and you just can't get hold of them. This module will tell you why this occurs, plus provides hints and tips to find out what is really happening.

Account Development

Account development looks at key aspects of your accounts to understand where you are in the relationship ladder, the contacts you currently have and ways to grow and nurture your accounts.

Module 7: Sales Planning

This module takes a holistic view of your sales targets, and supports you in building a territory and sales plan to get you there.

Learn how to achieve your sales targets by analysing the different variables across areas such as: retention rates, price uplift and new business and build a strategy to drive growth across your business.

Module 8: Account Mgt or Development

Understanding the difference between account management and development helps the SaaS Sales Professional prioritise their time and effort on the right accounts.

This module takes a deep dive into your accounts and utilises our DEVELOP process to show you how to spot new opportunities within in your clients business and how to build strategies to unlock them.

Module 9: Building Powerful Relationships

In complex software sales different roles become involved in the purchasing process. Identifying who has influence, power and authority is key, but also being able to forge and build relationships with key decision makers is notoriously hard but vitally important.

This module - as well as all the other modules in the programme, focus on the Emotional Intelligence that top performer have to connect with their customers, teaching you how to leverage your champions and how to gain introductions across the business as well as to their wider network.

Key Learning

Module 7

- ✓ What goes into a sales plan
- ✓ Statement of intent - goals setting
- ✓ Pipeline and gap analysis - full year plan
- ✓ Territory plan
- ✓ Account Prioritisation
- ✓ Contact Strategy

Module 8

- ✓ Developing implementation plans for new solutions
- ✓ Evaluating impact of solutions
- ✓ Building recovery plans for at risk accounts
- ✓ Capturing metrics and success stories
- ✓ Building an Account Development Plan
- ✓ Spotting white space opportunities

Module 9

- ✓ Mapping Authority and Influence
- ✓ Leveraging your champion to gain introductions
- ✓ Moving up the Relationship Ladder
- ✓ Relationship building without a Hospitality budget
- ✓ Stakeholder management and accessing the Powerbase



Tailor & bespoke programmes for your sales organisation

Maybe you already have a sales process that you use internally, or perhaps you have just designed and implemented a new sales competency framework for your organisation. In either situation it's essential that you, the organisation and the individuals taking part get the most out of any sales development and enablement programmes.

There's no denying that a bespoke sales development programme, focused around your own products, services, industry and market is likely to reap the greatest benefits. A programme that uses your language and is precisely aligned to your sales organisation is going to yield the most valuable information for you and your team to work with and take action on.

We can tailor and bespoke these, or any other of our programmes, for a wider rollout across a sales team or organisation. Please do not hesitate to contact our customer success team to discuss your requirement in more detail.

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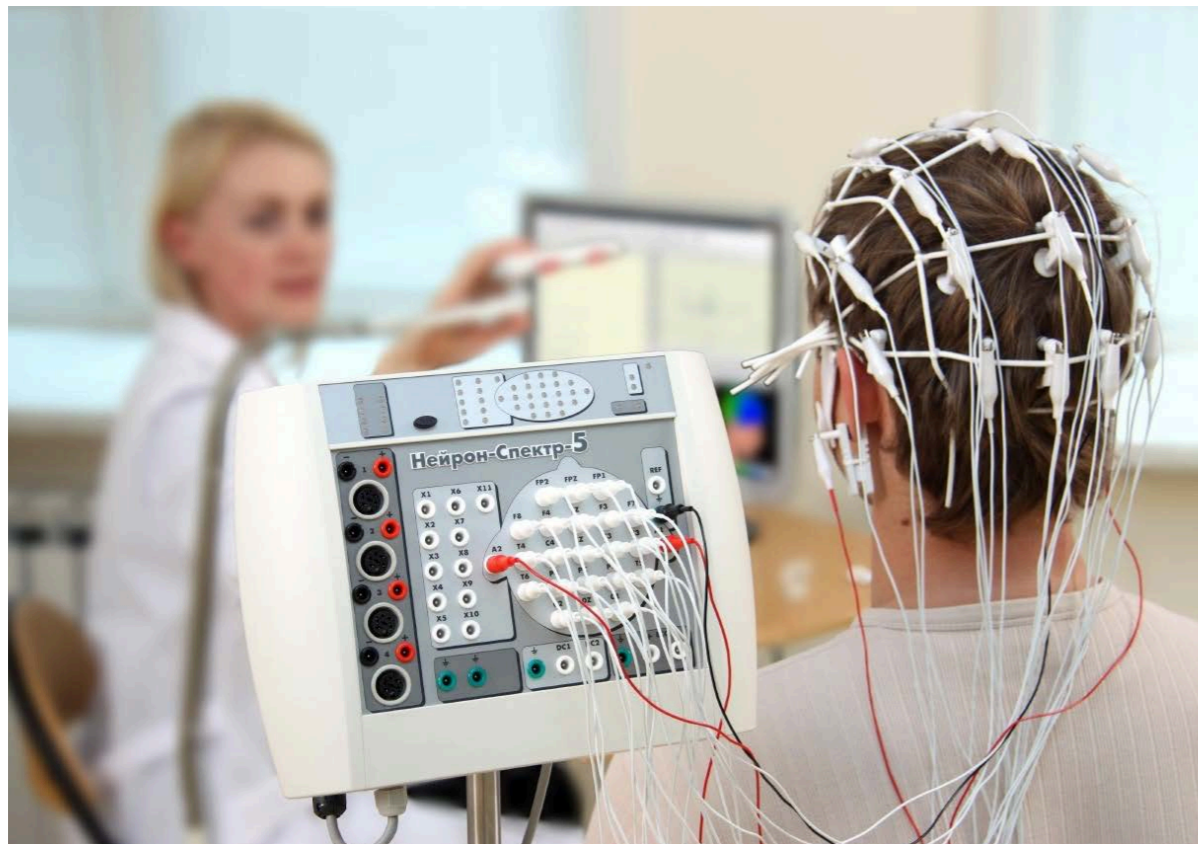
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Why Salecology?

Salecology are the world's leading sales behaviour psychologists. We transform your team from the inside out. The Salecology methodology is the brain and applied behavioural science of building connections with your customers and influencing them to say YES, resulting in more sales.

At Salecology we offer a range of high impact services to help you and your company move from good to great. We have specialist expertise to help enhance and develop your organisation from individual sales improvement solutions to complete sales transformation. Our goal is to drive significant, sustainable impact that will accelerate your business and deliver top line revenue growth. We have an unbeaten track record in giving companies the edge they need to succeed.

Our clients rely on the Salecology to keep their sales forces at the peak of their game, and we've helped them to achieve double-digit growth throughout one of the toughest trading periods in history. No organisation can afford to stand still in today's constantly evolving business environment. So we don't. At Salecology we make it our business to keep up with the world's most innovative and successful approaches to selling – and to translate them into solutions that deliver direct top-line growth for your business.



STORY SO FAR:

- 195,354 Individuals trained
- 82,194 Sales Call Analysed
- 37,783 Coaching hours
- 13,247 Psychometric Assessments
- 228 "What Great Looks Like" created
- 33 Countries
- 16 Languages



Salecology Group has delivered over **£ 1bn** in client value



'New product sales increased by **250%**
Hugo Mahoney
Sales Director, LexisNexis

'Salecology turned good people into **Great** sales people
Dan Barnard
VP Sales, ICIS

'Sales Conversion jumped **28%**
Andy Morrison, Managing Director, Travis Perkins

The Science behind Salecology

Neuroscience shows us that when two people are interacting their brains are unconsciously connected...

Unlike any other training in the world, Salecology brings together the latest thinking from the world of Science into the world of Sales.

For example recent findings from Neuroscience has shown that whatever I think or feel about something, that message is transmitted to the person I am communicating with through what is known as the Social Brain.

Bringing this into NRC Health- we will assist you to develop highly emotionally intelligent sales leaders and business development managers that will be able to connect and build trust and rapport at an unprecedented level.



We don't teach so much the theory of the actual science, we are not trying to make them Neuroscientists (that's our job), but all of our training and programmes are designed to change the unconscious and conscious mind through the utilisation of the left and right brain. This will help your people to connect with customers on a deeper more meaningful level, building instant trust and rapport. We help the advisors change their communication styles to match the customer, help them consider how different customers will think, feel and behave, and coach the advisor on how to influence the decision and get to a Yes!

People **Buy** from People they **Trust!**

To learn more about our science see our separate brochure

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**accelerate your
sales today**

CONTACT US

Salecology Limited
Rex House,
4 - 12 Regent Street
London
SW1Y 4PE

(US) 646-652-0475
(UK) 207-649-9959
email: hello@salecology.com
www.salecology.com