

## Course Description: OUTSIDE-IN SELLING™

### ***A Sales Training Program Offering 3 Direct Hits***

- 1. A selling approach for today's buyer-centric world*
- 2. A sales training program that actually impacts business results*
- 3. Delivered virtually to match today's virtual selling world*



Buyers are buying differently today. They are more empowered, have information at their fingertips, are overwhelmed with choices, and lack time and resources. No longer is there a single decision maker, but rather a dynamic network of decision influencers. Yet, most organizations are still using traditional sales methodologies from another era where buyers could be managed through the steps of a sales process. That's not how it works today. The only process that creates a buyer, is the buying process. And that is why the role of the salesperson in today's world is to manage, navigate, and support they buyer through their buying process.

That is exactly what OUTSIDE-IN SELLING™ is all about. Based on the extensive research of Market-Partners, and the best-selling book *How Customers Buy...& Why They Don't*, Outside-In Selling is the proven approach to successful selling in today's world. By inverting the traditional focus on the steps of a sales process, OUTSIDE-IN SELLING is all about the buying process, and how sales teams can positively engage and stay relevant through each step of the Buying Journey.

Our research highlighted that:

- ❖ Buyers rarely connect with sellers until they are more than 50% through their Buying Journey
- ❖ Sellers are rarely involved in more than 15% of the activities across the Buying Journey
- ❖ 90% of the concerns that buyers have that slow or stop their Buying Journey are never addressed by sales teams
- ❖ The "internal champions" that sales may rely on have many other priorities and things to do, and are rarely successful at convincing and aligning others across their organizations
- ❖ Sales are often forecasting to close business when the buyer is not moving forward in their Buying Journey
- ❖ Roles that are key in the overall Buying Journey and rarely known to, or have talked with, the sales team

OUTSIDE-IN SELLING addresses these challenges by putting the focus on positively managing the end-to-end Buying Journey. We have successfully trained more than 28,000 sales professionals, across 43 countries and 17 languages in our approaches.

## ***Participants Will Learn***

- How to consider not just why a customer buys, but how they buy
- How to engage in and stay relevant across each step of their Customer's Buying Journey
- How to match the value of the offering to the value the customer is looking for
- How to determine the different players involved across the Buying Journey and how to meet their individual needs
- How to predict and manage the areas of friction that can slow or stop the Buying Journey
- The four, and only four, ways in which to positively influence a Buying Journey
- How to determine if a Customer is in a Buying Journey and, if not, how it may be triggered
- How to identify and de-invest in selling situations where there is no Buying Journey

Each participant will build their own personal roadmap for identifying, and successfully pursuing sales opportunities, based on the OUTSIDE-IN Selling principals of focusing upon, and managing, the end-to-end Customer Buying Journey. During the program, each participant will have the opportunity to put their new skills and approaches into immediate practice. Not in role plays or classroom exercises, but in their everyday work. They will then have the chance to share success stories with cohorts and drill further down with the facilitator and coach in any areas of challenge.

This sales training program is delivered as a blended, modular, and live virtual learning program, combining learning with immediate application, team learning, coaching and feedback. The program is also a model for how to operate in today's new world of "work at home" and virtual sales calls. Leveraging 12 years of blended learning, award winning innovation and highly effective live virtual learning modules, the OUTSIDE-IN SELLING Program is usually delivered over a three-week period anchored by five 75-minute live workshops.

As participants translate their learning into immediate practice, business results come swiftly.

## About Market-Partners

Since our inception in 1995 we have been focused on one thing – helping companies gain traction and revenue growth in their target markets based upon an extraordinary understanding of how their customers buy. We focus on companies globally, from start-ups to industry giants.

## Offerings

Founded on our proprietary research-based OUTSIDE-IN Revenue Generation system, we provide a series of transformative and strategic services, as well as a series of blended learning training programs which enable organizations to rapidly accelerate revenue growth.

## The Bottom Line

- Increases in revenue of 12% to 20%+
- Decreases in selling costs of more than 10%
- Massively increased forecast accuracy
- Increased win ratios of late-stage opportunities of 12% to 27%+
- Increases in average order size of 17% to 120%+
- Decreases in average "sales cycle" length of 35%+

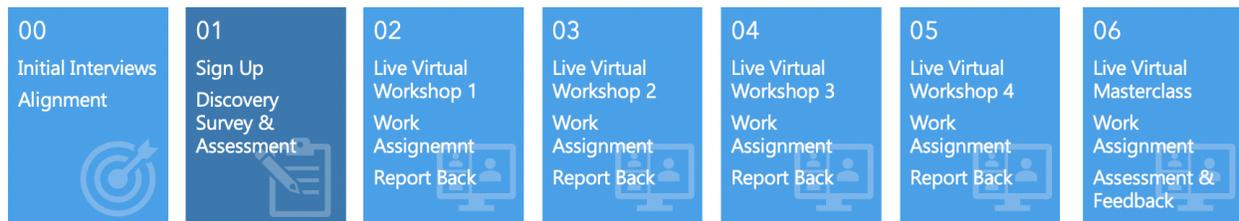
## Contact Us

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## Program Detail

The overall program starts with a series of interviews. We talk to representative members of the sales team and organization to understand their environment, challenges, and best practices. We also review marketing materials, sales tools, and approaches to ensure we “speak the language” and gain resonance between our approaches and the organization’s specific needs. We then work with our clients to ensure the program is announced, participants receive invitations and the appropriate materials to start the program.

Each participant is then invited to take a five-minute survey to further add to our knowledge of the organization and to complete an assessment tool of their current challenges, selling strengths and areas for improvement. This assessment enables participants to quantify some of their own key selling skills, build their own development plan, and to gauge their own progress by way of a similar assessment at the completion of the program.



*On Demand Resources, Reinforcement, and Supplementary Modules*

The heart of the program is then a series of five 75-minute live virtual workshops. Each workshop is designed to combine the elements of team learning and interaction with our subject matter experts. These workshops are a long way from simply presenting a PowerPoint presentation over the web. New ideas and approaches are introduced to the team with time for them to explore and discuss new topics. At the end of each module, participants are provided with a Work Assignment that helps translate the learning into real-life implementation. Participants are then asked to provide feedback and reflections on the Work Assignment by way of a Report Back tool prior to the next workshop.

Each successive workshop then starts with a “look back” to the previous session with participants sharing their thoughts on the Work Assignment. This serves to not only reinforce new learning, but it enables cohort learning as best practices are shared and challenges discussed. The final workshop is delivered in the form of a masterclass where participants provide input on the topics they would like to revisit or dive deeper into. Finally, participants provide overall feedback and undertake an assessment that they can use to measure their own individual progress. Points are awarded for participation at each Workshop and the Work Assignment Report Backs that then lead to graduation and certification of successful completion.

Each participant is provided with a comprehensive interactive Course Book that provides all materials, details of all exercises, and the work assignments. The Course Book also enables each participant to develop their own Personal Action Plans for translating learning into everyday activity. Throughout the program participants can also reference a series of short learning modules that provide reinforcement and supplementary material.

## Workshop 1

- The role of today's sales professional
- How buying has changed, and what that means to sales
- Considering your own buyer – what's going on

## Workshop 2

- How customers buy
- Walking through the Buying Journey
- Discovering where a customer is in the Buying Journey
- Don't confuse interest with commitment
- Managing the key players across the Buying Journey

## Workshop 3

- The new role of the sales professional
- Moving, or not, through the Buying Journey
- Positioning value that counts
- Understanding the friction in the Buying Journey

## Workshop 4

- Navigating the Buying Journey
- The four selling imperatives
- Initiating a Buying Journey
- Staying relevant throughout the Buying Journey
- Synchronizing your selling to their buying
- The Buying Journey roadmap

## Workshop 5

- Setting the selling strategy
- Masterclass
- OUTSIDE-IN SELLING everyday