Tech*sale*nce™

Sales for the Technical Team

Scientists, Engineers & Techies Who Interact With Customers

Current Situation:

In today's business climate, purchasing decisions are no longer being made by a single mid-level manager. The "yes" is now coming from a group of stakeholders, making a consensus decision. This requires cross functional interaction between the customer and supplier, and involvement of the Technical Team (R&D, Technical Service, Engineering, Operations, Quality...) during every stage of the buying cycle.

Since each interaction by the Technical Team has the ability to influence the sales process, they can significantly add to your overall value proposition and become a point of differentiation between you and your competition.

However, with the increasing number of touch points occurring between the customer and supplier, the level of complexity and the requirement for coordination of effort increases dramatically. Therefore, it is important to ensure that the team is aligned, and they have a common understanding of what needs to be accomplished during every contact with the customer.

The Problem:

The issue is that this rarely happens. Just think about the last time you launched a new product, started up a new piece of business, or worked collaboratively with a customer to develop the client relationship to the "trusted advisor level". Who was involved? Did the process go smoothly?

Did each member of the team contribute to the success of the initiative or did any actions cause delays or a complete breakdown of the sales process and even the client relationship?

If you were part of the Technical Team, were you comfortable in your "role" in the process? Did you understand what you were supposed to do? Were your efforts aligned with the rest of the team?

"I know you think you understand what you thought I said, but I'm not sure that you realize that what you heard is not what I meant!"

Scientists, Engineers and Techies don't speak the same language as Sales & Marketing.
In order to gain maximum value from the entire team they need a common platform of understanding - Techsalence™

"Sales - It's in your DNA. Find it, develop it and unleash your potential."

Although Scientists & Engineers speak the same common language as Sales & Marketing, in most instances they have a completely different understanding of the words as they relate to the sales process. This "mis-alignment", can lead to internal disagreements, and customer confusion.

Additionally, the Technical Teams are not trained to sell. They are trained to do their jobs in their area of expertise. Being able to present data and discuss issues related to their area of expertise is easy. However, "selling" is not natural for them, so asking them to participate in the "sales process" can generate much discomfort and unease.

What we've found is that this discomfort comes from concerns about: Why are we going to the meeting? What is my role in the meeting? What value can I provide? How do I assist to get a successful outcome?

In order to alleviate these concerns, the Technical Team needs to learn about the sales process, however it is not efficient to put them through a lengthy sales training program to learn skills they'll never use. So the question becomes: How do I train the Technical Team to sell or add value in every customer interaction?

The Solution:

The answer is the Tech*sale*nce™ training program. Tech*sale*nce™ is an interactive workshop designed to provide basic selling skills to the "non-Sales" personnel who interact with customers. It is not a "sales training program" per se, but a program that provides a basic understanding of how and why people make purchasing decisions.

By developing an understanding of the buying process, Tech*sale*nce™ provides the commercial and technical teams a common language with regard to the sales process. This allows them to clearly define expectations and the roles that each team member of the company will play during each stage of the customer's buying cycle. This includes: developing a new client, assisting a prospective client choose your company vs. another, or building the long term relationship so that all new opportunities come your way.

The net result is an ability to efficiently leverage the resources of Technical Team and be able to:
• Create value from every interaction with the customer.
• Grow sales and develop client relationships as a coordinated team.
• Maximize the use of valuable internal resources.
• Ensure successful new product launches.

No matter what department you report to, you will appreciate the concepts of the training program and the benefits they can provide in aligning your company's efforts with your key clients.

Program Outline:

Tech*sale*nce™ is an interactive workshop that incorporates a mix of exercises, discussions and presentations. To illustrate key points, group exercises and a wide range of reference stories are included in each area. This provides for an enjoyable experience and a training session that the team will remember.

The program covers the strategic and tactical aspects of selling (from the buyer's perspective) and reviews the basics on presentation skills, overcoming objections, and how to build relationships with customers - "The You Factor".

Tech*sale*nce™ also covers:
• Why people buy or make a purchasing decision.
• Why they choose to buy from one person vs. another.
• Market acceptance of new technology and how the technical team can assist in overcoming the barriers for successful new product introductions.
• Different buyer types (personalities) and how to address them.
• Building personal and company value - The "You Factor".
• Buying cycle for major purchases.
• Team dynamics and the role of each team member in building customer relationships.
• Clear definition of the role each team member plays during the progressive stages of the buying cycle.

Because the program focuses on understanding the way people buy vs. teaching how to sell, it can be used in conjunction with any sales programs currently in use at your company. If required, the program can also be customized to meet your individual company's needs.

Who should attend:

Any staff that has direct contact with customers including but not limited to: R&D, Technical Service, Engineering, Operations, & Quality. And of course, Sales & Marketing.

Time Requirements:

The program is run as an on-site program at the client's location and requires 1/2 day to complete.

Class sizes are 10- 25 people. Groups of over 25 people should be done in multiple sessions.