

# Fundamentals of Strategic Selling



## 01. CREATING WIN-WIN SOLUTIONS

**Build long-term relationships:** Get to know your clients and focusing on enhancing your relationship with them.

**Collaborative sales process:** Work closely with the prospects to understand their pain points and what exactly they are looking for.

**Value-focused selling:** Instead of simply promoting products or services, it focuses on creating genuine value for the customer.

## 02. IDENTIFYING THE DECISION-MAKERS

**Economic influencers:** They are the ones who handle the budget and has the authority to release the payment.

**User-Centric influencers:** These are the people who will use your product or service.

**Technical Buying influencers:** They are the experts who assess your product based on the specific technicalities and features.

**Coaches:** They are individuals embedded within a prospective client's organization who offer guidance and support to you.

## 03. DEVELOPING CUSTOMER-CENTRIC APPROACH

Prioritize understanding and meeting the unique needs of each individual customer.

Tailor sales strategies and interactions to align with the customer's preferences, pain points, and goals.

Active listening and gathering insights can guide you to customize solutions and offerings to address specific customer requirements.

# Strategic Selling

**Yi-Tong Ma**



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