

# 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

**L Cohen**



## Strategic Selling:

**The New Strategic Selling** Robert B. Miller, Stephen E. Heiman, Diane Sanchez, Tad Tuleja, 2004 By eliminating fickle luck from the sales process and replacing it with proven visible repeatable skills this book offers a sure fire method for making the sale every time This expanded edition features the basic tenets from the first book plus a valuable array of new features

The New Strategic Selling Robert B. Miller, Stephen E. Heiman, Tad Tuleja, 2008-11-16 The Book that Sparked A Selling Revolution In 1985 one book changed sales and marketing forever Rejecting manipulative tactics and emphasizing process Strategic Selling presented the idea of selling as a joint venture and introduced the decade s most influential concept Win Win The response to Win Win was immediate And it helped turn the small company that created Strategic Selling Miller Heiman into a global leader in sales development with the most prestigious client list and sought after workshops in the industry Now Strategic Selling has been updated and revised for a new century of sales success The New Strategic Selling This new edition of the business classic confronts the rapidly evolving world of business to business sales with new real world examples new strategies for confronting competition and a special section featuring the most commonly asked questions from the Miller Heiman workshops Learn How to identify the four real decision makers in every corporate labyrinth How to prevent sabotage by an internal deal killer How to make a senior executive eager to see you How to avoid closing business that you ll later regret How to manage a territory to provide steady not boom and bust revenue How to avoid the single most common error when dealing with the competition

*Strategic Selling* Robert B. Miller, Stephen E. Heiman, Tad Tuleja, 1987-01-01

Strategic Selling Robert Bruce Miller, Stephen E. Heiman, Tad Tuleja, 1985-01-01 All of the Miller Heiman strategic sales principles previously available only through a costly and restricted seminar and disclosed to business executives managers and sales personnel seeking a competitive advantage

**The New Strategic Selling** Stephen E. Heiman, 2003

**Summary of The New Strategic Selling - [Review Keypoints and Take-aways]** PenZen Summaries, 2022-11-27 The summary of The New Strategic Selling The Unique Sales System Proven Successful By the World s Best Companies presented here include a short review of the book at the start followed by quick overview of main points and a list of important take aways at the end of the summary The Summary of The book New Strategic Selling instructs readers on how to successfully close sales in a way that is positive and beneficial for both the seller and the buyer These tips will get you on the right path toward achieving long term success in sales by helping you cultivate relationships provide excellent service to your clients and zero in on the most important factors that impact a transaction The New Strategic Selling summary includes the key points and important takeaways from the book The New Strategic Selling by Robert B Miller Stephen E Heiman Tad Tuleja Disclaimer 1 This summary is meant to preview and not to substitute the original book 2 We recommend for in depth study purchase the excellent original book 3 In this summary key points are rewritten and recreated and no part text is directly taken or copied from original book 4 If original author publisher wants us to remove

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