

INTEGRATED AND COMPLEX SOLUTION SELLING

BOOSTING TRADE ACTION WITH HEAD AND HEART

Escaping from “commoditization” has never been more relevant in the executives’ agenda. Satisfying consumers’ growing and more complex needs of products and services combined with the purchasing function pressures, makes marketing and commercial roles protagonists of strategic execution. The task is to get the whole organization engaged and actively involved in generating value and creating loyal customers and not just selling products and services.

Customers have never been so smart and sophisticated and access so much information. The battle to conquer is to design and configure the value of products and services in a “killer” way. As complexity increases, decisions are made collegially and the various stakeholders require different value responses. And the organization has to serve them each of them.



MAIN BENEFITS

Know the key elements to win the head and heart of customers in a context of polarity between commodity transactions and value based relationships.

Design and distinctive offering that allows the organization to differentiate from competitors and build relationships based on value and long term loyalty. Synchronizing organizational commercial responses to different customer segments.

Set various proposals with killing attributes of unique, powerful and differentiated value on a systematic basis.

Transform the commercial action of solutions and complex sales in a disciplined methodology to improve deal size, closing rates of contracts, customer loyalty and enhanced financial performance to the organization.

Lay the foundation for participants to deploy a culture of customer service and internal and external collaboration that will improve the value proposition and perceived customer value.



WHO SHOULD ATTEND THIS PROGRAM?

Presidents, CEOs, general managers, vice-presidents and directors.

Board of directors and executive committee's members. Financial executives, marketing, human resources, trading partners, sales, business development, client management and strategy executives.

Consultants, University professors, Coaches.



CONTENT AND AGENDA

SESSION 1: WINNING THE HEART AND MIND OF CUSTOMERS. FROM TRANSACTIONS TO RELATIONS

Customers typically decide with the heart and then rationalize with the mind. You need to understand the customer decision-making process to unlock multiple dimensions of value and enhance the probability of winning market share and unleash life time value. Interdependences between heart and mind in the decision-making process of the consumer. The 5 basic elements to win the heart and mind of the consumer. Adding value to the brand. Satisfaction and customer loyalty: the journey ahead. Polarized markets: hard discounts vs. retail added value. Do you have to reshape our business model? The value formula. Perceived value. Transactions vs Relationships. Emotional vs. rational management of customers and consumer profile. The impact on business effectiveness. Most valuable attributes to the consumer and how you compare with your competitors' offerings. The winning patterns. Escape the commoditization trap. Workshop in small groups: killing attributes design for different customers' segments. Bringing more consistency to the brand.

SESSION 2: DESIGNING A KILLING OFFERING. THE VALUE CREATION

Different market strategies. Decide whether to deepening the current market is the best approach. Market development and product development. When differentiation is the best choice. The game of commodities or differentiation. Defining the killing attributes of your value offering. Ensure that the offering brings a significant gap with the competition and otherwise equip the organization to compete in the price game. Financial resources are limited. Dedicate focus and investment to areas that really make a difference. Workshop in small groups: Design killing attributes for each of the different segments.

SESSION 3: SEGMENTATION. DO YOU GIVE YOUR CUSTOMERS WHAT THEY REALLY WANT?

Do all customers buy in the same way? Identify the four different buying patterns and how to address the specific needs of each segment effectively. The market polarization. A business model strives to respond cost-effectively to all customer segments. Dual sales model: transactional products for the low-end market and integrated solutions for the high-end market solutions. Multi-brand strategy to differentiate the offerings. Match your business capabilities with what customers really want.

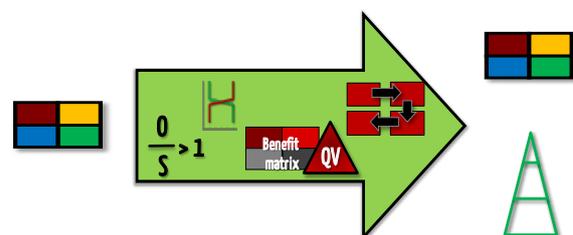
Value-based segmentation and other targeting criteria. How customers do business with the organization: tend to be less profitable over time, loyalty decreases and the cost to serve increases as the relationship evolves. Create value magnets to interrupt this process.

SESSION 4: PERCEIVED VALUE. DO YOU GENERATE AN SPECTACULAR BUYING EXPERIENCE?

Articulate the value proposition: understanding of the financial and non-financial benefits of your products and services. Identify elements of tangible and intangible value associated with the brand. Workshop in small groups. Add value to the brand through managing the perceived value. Value is subjective. Increase product performance or service and, at the same time make it easier for customers to use your organization and products. The 3 dimensions of the value proposition. Strongly communicate the product and service performance. Masterfully managing intangibles. Enrich the brand meaning. The 3 elements that question the value of brand. Manage prices with ingenious. Bring your brand to customers. Create certainty about the value you communicate. How 6 human needs affect perception and how to make your brand a vehicle to meet them.

SESSION 5: COMMERCIAL EXECUTION

The foundation of solution selling: build trust, devise solutions and provide quantified value to deepen the relationships with your customers. Bundling products into solutions: define layers to transform the intrinsic value of products into extrinsic value of a solution. The foundation of solutions design: quantify the value and its three components. Structure of team organization around customers and segments. Ensure external and internal alignment: decision-making units. War Room process, a vehicle to penetrate the customer, facilitate alignment and multiply external support and performance. Building specific value propositions for your customers: 3 whys to articulate decisions. How to position the service offering to support the growth and value of your customers. Make the client stay, say and strive. Face competitors head to head or flank them: the three attributes offered to differentiate and win the game. Designing the customer experience with an "anthropological" approach. Workshop in small groups.





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I Interest

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