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# DCA International

*Advanced Sales Training & Consultancy*

## Newsletter

The DCA International approach to successful selling is very simple.

### **3 Stages to Winning**

- We win because we understand **WHY** we are going to win.
- We use this knowledge to create a sales strategy which makes it difficult for the competition to win.
- We now know **WHY** and **HOW** we are going to win. All we need now are the skills to make it happen!

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## **DCA International is BACK!**

For the last two years Derek Shelmerdine has been working as the Sales Director for Great Plains Benelux. With its acquisition by Microsoft this activity has now reached its logical conclusion.

Since the Great Plains Benelux acquisition Derek has been developing new MasterClasses. These sessions are outlined on page 2.

**DCA International's focus is now on advanced sales skills.**

Like any other skill sales ability can only be improved marginally. Take football as a prime example. Training takes Pelé from being a great footballer to a brilliant footballer. On the other hand no matter how hard a Third Division footballer trains he will never play in the Premier League. Apart of course from the players with the natural ability to play Premier League football.

DCA International can help a salesperson with the intrinsic ability to become a Pelé of selling. By the same token DCA International can help ALL salespeople to reach the peak of their sales abilities.

### **CAN YOU BENEFIT FROM DCA International?**

- Do your sales have complex decision processes and a range of people who can influence the outcome?
- Do you believe the solution to be more important than the product?
- Are sales won and lost because of the "politics"?
- Are your sales complex enough to require a sales strategy?
- Do you want to win MORE new name new business opportunities?

The DCA International approach is designed to be complimentary to any existing



Derek C. Shelmerdine  
Delivering a MasterClass, through translation, in Poland.

sales training. Sales consultancy can also be provided. For example, setting up an in-house telemarketing section. The sales training MasterClasses have been delivered on a 1to1 basis and also to groups of 30+ delegates.

*If you are a salesperson who wants to maximise sales success or a sales manager who wants motivational advanced sales skills training then contact me!*

## **A Sales Thought...**

**Think about YOUR best prospect right now.**

**What is their reason to buy from YOU? (and who owns "their reason"?)**

**If the answer is "My relationship with the prospect", think deeper.**

**\* WHAT IS IT ABOUT THE RELATIONSHIP THAT IS UNIQUE TO YOU?**

**\* WHAT WILL PHYSICALLY HAPPEN AS A RESULT OF THIS RELATIONSHIP TO MAKE YOU, AND ONLY YOU, WIN?**



**“I’d do it differently now.”**  
**A comment from a salesman after analysing why he had just lost a key sale**

**“I learnt more in 4 days than any other 4 days of my life.”**  
**A comment from an attendee at one of the MasterClasses in Australia.**



**“We WIN because we know WHY & HOW we are going to win.”**

## New MasterClasses

### **Advanced Objection Handling MasterClass**

Objection Handling is one of the most poorly used skills in selling. This MasterClass will not only help salespeople to be very effective in locating and capitalising on any opportunity presented but will also *show how to sell against a market leader, sell against a cheaper solution, sell with no reference sites and sell against a more functional product.*

### **Beyond Solution Selling MasterClass**

Focused on helping experienced salespeople to understand **how to win almost every sales situation with any product against any competitor.** It is not a magic bullet. We **WIN** because we know **WHY** and **HOW** we are going to win. This is conceptual outside-the-box selling. The MasterClass focuses heavily on sales politics, the psychology of influence and creating a sales strategy which makes it difficult for the competition to win.

### **Advanced ACTUAL Account Strategy MasterClass**

A current sale is analysed and a winning sales strategy is put into place. Each attendee comes to the MasterClass with an important deal which is difficult politically and where the competition has a good story. The principles used in the “Beyond Solution Selling MasterClass” are applied to an existing sales situation.

FOR MORE DETAILS OF ALL THE MASTERCLASSES AVAILABLE: [www.dcaint.com](http://www.dcaint.com)

## Other MasterClasses

### **Advanced Presentation Skills MasterClass**

Planning, controlling and delivering a presentation effectively. The two role plays focus on presenting YOUR company messages and presenting a business case to a senior management team.

### **Advanced Telephone Skills MasterClass**

There is a twin focus of maximising both telephone skills and lead generation. Each attendee will leave the session with a call script/plan for a current telemarketing campaign.

## The DCA International Approach to Successful Selling

DCA International’s approach is very simple; how to be the most successful salesperson. The development of advanced sales skills is the prime focus.

These skills are in the areas of:

- Psychology
- Strategy
- Applying science to selling
- Outmanoeuvring any competitor with any product in any situation.

**This is advanced selling in complex situations.**

For an example of applying science to selling see Page 3.

Successful selling requires the salesperson to have an understanding of both WHY and HOW he or she will win coupled with the ability to make this happen.

This approach is designed for all salespeople with any level of experience. It is also tailored to YOUR marketplace

and can be complimentary to your existing sales training and methodologies.

*If the potential is there DCA International will show the way to becoming a Pelé or Pavarotti of selling.* Most salespeople do not have this level of potential. For them this same approach will maximise their success. *Either way YOU will see an increase in sales performance.*

## MasterClasses Delivered Globally

DCA International is very experienced in working with international sales teams and sales channels. Helping them to construct and deliver a common business message across the different regions .

There are cultural differences but there is far more that is similar than there is different.

The MasterClasses are delivered globally and venues to date include:

- Australia
- Belgium

- Canada
- Czech Republic\*
- Dubai
- Germany
- Netherlands
- New Zealand
- Poland\*
- Singapore
- UK
- USA

\* Through translation

*The most recent session was for Great Plains Poland. Thirteen channel Partners and five*

Great Plains sales people attended the three day residential sales MasterClass. The session was delivered through translation. It was interesting to note that the three-day content was not reduced at all because of the need for translation. One of the attendees at this session commented, *"I discovered a completely new attitude towards strategy and planning"*.

This was the fifth visit to Poland to work with the Great Plains Polish team and their Partner channel.



***"Extremely enlightening, motivational and relevant."***

***A comment from an attendee of one of the UK MasterClasses***

## Sales Tip: Turning a Competitive Strength into a Weakness

A great example can be taken from two competitors in the mid-market ERP arena. Let's call them CompA and CompB. Both have a powerful customisation tool.

CompA's tool enables them to add functionality on the fly in a demonstration. CompB's tool will not allow this.

When CompB tries to compete at a product level against this functionality they usually lose.

There is another way to look at this (There always is!) CompA's tool allows functionality to be added on the fly but in doing so it modifies the source code. CompB's tool works in a different way. It copies the screen and modifies the copy with no change to the source code.

Instead of CompB trying to compete on functionality it should *think outside-the-box and present a commercial view of the situation.*

If the prospect's perception can be changed from "what the product does" to "the implications of how it does it". Then the prospect will be considering the implications of changing the source code!

Ongoing costs are bound to be higher as a result of modifying the modifications. This can be due to other customisations, updates or interfaced software. The prospect's software also becomes a unique custom installation.

***"Always consider how a prospect's perception of a competitor's strength can be changed to view the same thing in a different light ."***

## Science and Selling: Newton's 3rd Law of Motion & Benefits

*Have you ever considered that Newton's 3rd Law of Motion can be applied to Benefits?*

Newton's 3rd Law states: "To every action there is an equal and opposite reaction".

If we isolate a benefit there is a strong probability that a positive Benefit to one person will produce a negative Benefit for someone else.

Take for example a cost saving due to a change in working practice.

The cost saving will be a benefit in itself to some people in the organisation. A change in working practice will also produce a change in the political power bases across the organisation. Some powerbases will be strengthened and some will be weakened.

It is vital to identify the power bases which have been affected negatively so that we can identify the individuals who perceive themselves to have lost out by this change.

### We need to determine

- If we can identify another perception (or implication) of the same change. Can this be presented as a positive but differently perceived consequence of the change?
- If there is no positive perception how do we neutralise the individuals affected?
- What is the likely direction for a counter-attack?



***"For every Benefit there is an equal and opposite Negative Benefit."***

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## DCA International: International Opportunities

DCA International will be available for international training at the following locations:

9 - 12 Nov: **Dubai**  
14 - 15 Nov: **Singapore**  
17 Nov - 3 Dec: **Australia**

The significance of these dates is that there will be no charge for travel expenses because of pre-arranged commitments. DCA International is always available for training globally but normally the travel expenses are charged.

**Please contact me if you would like to discuss the opportunity for DCA International to deliver a tailored MasterClass to your sales team on any of those dates.**

## DCA International & Derek C. Shelmerdine: A Profile

Derek gained an honours degree in Engineering Science with Subsidiary Mathematics from the University of Reading.

In 1979 he moved across from a career in engineering to become a new-name new-business salesman for ADP Network Services. ADP sold custom written management software. Derek attended the President's Club as *the top new business salesman in his first year on quota*. Over the next four years he was promoted to Area Sales Manager and then District Sales Manager selling into both Government and Corporate sectors.

Leaving ADP in 1984 Derek became the Sales & Marketing Director for FCG Computer Systems. FCG was the leading software house supplying financial systems to the construction industry. *He tripled its revenue in the two years he was there.*

Having achieved his goals in Sales Management Derek went back to doing the thing he enjoyed most - SELLING. In 1986 he moved to the mainframe manufacturer Honeywell Information Systems as a Senior Salesman in their commercial division. *A memorable sale was knocking*

*out an ICL mainframe in a new business sale.*

The move to Wang Laboratories in 1988 was to rejoin his ex-Honeywell Manager who had moved to Wang a few months earlier. This was the Strategic Accounts Team and Derek was responsible for British Petroleum and The Central Electricity Generating Board. The CEGB was in the process of privatising so the politics was a little lively to say the least. *A favourite win was to beat an incumbent supplier who had written the ITT/RFP with the users and in a sales forecast a week before the decision had predicted a 95% probability of winning.*

Derek set up DCA International in 1990 to provide sales consultancy and training for the IT industry.

Between 1990 and 1996 the activities included:

- Sales consultancy, including Stratus and Ascom Timeplex, researching key clients such as Barclays Bank and British Airways to identify how best to sell to them.
- Channel and direct sales force training, including Progress Software.
- Direct sales activities.

In 1996 Derek took two years out to get involved in an exciting new venture with Great Plains Software. GPS was an American accounting software house looking to break into the UK. He worked as one of the two channel managers. (This was very successful and ultimately GPS was bought by Microsoft to become Microsoft Business Solutions.)

Following these two years Derek used DCA International to focus on providing sales consultancy and training for the Great Plains channel word-wide. The sales MasterClasses were delivered in the countries listed on page 3.

The focus changed slightly in 2001 when Great Plains Benelux asked Derek to work under contract as their Sales Director based in Amsterdam. This work came to a natural conclusion in 2003 when the Benelux distributor, Great Plains Benelux, was itself purchased by Microsoft.

Since then Derek has been developing new MasterClasses. These are listed on page 2.