

If you would like more information about the sales training and consultancy available please email me derek@dcaint.com

The training provided can be either as a complete sales development programme or individual specialist MasterClasses to complement your existing sales training.

DCA International provides sales training globally. If you are interested, where ever you are, please contact me.

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. What remains are the skills to make it happen!

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DCA International

Advanced Sales Training & Consultancy

Newsletter

Issue 2

Autumn 2005

DCA On the Road Again... Australia, Middle East & Turkey

AUSTRALIA

Derek's fourth trip to Australia included a two day MasterClass for Professional Advantage in Sydney.

Professional Advantage is one of the largest re-sellers in Australia with offices in Sydney, Melbourne and the USA. PA sells several business solutions packages including the Microsoft Business Solutions range.

The session was attended by 12 people with various levels of sales experience. The roles varied too including new business, account development, marketing and pre-sales support.

Michael Marosa, PA's Sales Director, commented that "We always enjoy Derek's sales workshops and have used the DCA Qualification methodology as best practice within PA. We are looking forward to Derek's next visit."

MIDDLE EAST & TURKEY

In June and July Derek delivered a series of sales Workshops for Microsoft Business Solutions Partners.

The tailored workshop, "Selling Microsoft Business Solutions Effectively" was delivered in five locations. The first session was in **Dubai**, followed by **Bahrain, Istanbul, Beirut** and finally **Cairo**.

The lower of the pictures on the right shows a break-out session in Istanbul where the group split into four teams to discuss the following topics: Winning against a local competitor, Winning with less functionality than the competition, Winning against a cheaper alternative and Winning with no reference sites. The general discussion following produced a number of great ideas for future sales situations.

The screens seen in the picture were not used for the Workshop.



The view from the training room in Beirut.



A break-out session during the "Selling Microsoft Business Solutions Effectively" MasterClass in Istanbul.

The Focus For This Edition is "TOP 10 CheckLists"

Top 10 CheckLists for:

[Sales Strategy / Decision Process / Competition / Objection Handling / Key Strengths](#)

A very simple way of evaluating how likely YOU are to win the sale.

Also a great way for a Sales Manager to understand where the salesperson can be assisted and advised.



Winning is about understanding. CheckLists (and BluePrints) help us to avoid holes in our knowledge.

“The one with many strategic factors in his favour wins.”

**Sun Tzu
The Art of War**

(Written 2000 years ago)



Whosoever influences the decision process influences the sale.

USING the TOP 10 CheckLists

These CheckLists are a great way of thinking through what is happening in a sale.

They can be used by a salesperson as a means of self-development or as the backdrop to a sales review between the salesperson and the sales manager.

The questions raised in each topic are designed to force the salesperson out of the comfort zone and understand and analyze the reasons WHY the sale will be won or lost.

The DCA International approach to selling is to UNDERSTAND why we are going to win and then to go out and make it happen.

Sales Strategy: TOP 10 Check-List

The sales strategy is the way you are going to win the sale, the big picture. The tactics are a stage by stage progression of how you will deliver the strategy. Strategy → Tactics → Execution → Win

1. Do I have a sales strategy? Or do I just have a next action or two!
2. Write down the sales strategy. (It will only be three or four sentences).
3. My tactics for achieving each stage of the sales strategy are...
4. The reason why my strategy makes it difficult for the competition to win is...
5. The key resources I shall need to achieve my sales strategy are...
6. My WinAngle is... (The WinAngle is the proposition around which I build my sales strategy)
7. The greatest danger to my sales strategy is...
8. The alternative sales strategies I can choose from are... I chose this one because...
9. The strategic battlegrounds for this sale are... My plan for each is...
10. Do I understand the difference between strategy and tactics? If not how do I learn?

Decision Process: TOP 10 CheckList

Selling is not about “decision makers” it is about “decision processes”. Think of all the players as influencers and determine how to influence both the people and the decision process.

1. What are the steps in the decision process? In precise detail!
2. If a report is produced, who is responsible for producing it?
3. Who requested the original evaluation?
4. Who presents the report to the person or persons requesting the original evaluation?
5. Is it a complex decision process with multiple boards, committees or other groups involved?
6. What have I introduced to the sale to change the focus of the decision?
7. How is my coach involved in the decision process.? How is the competition's coach involved?
8. The key issues driving the sale are...? This will not go to a “no-decision” because...?
9. The decision date for this sale is... If I do not know the date I can find out by...
10. The risks I face in the decision process are... To overcome this I am doing...

Outmanoeuvring the Competition: TOP 10 CheckList

It can be very useful to consider the competition as the prospect players who want to buy the competitive products rather than the traditional view of the competitive suppliers.

1. I will win this sale because...?
2. The competition will lose this sale because...?
3. The players who want me to win are... My coach(es) are...
4. The players who want the competition to win are... The competition's coach(es) are...
5. I believe I am driving the decision process because... and the evaluation process because...
6. I am selling outside the box because I have introduced... to the sales process.
7. The competitions' strengths are... I am handling this by doing the following...
8. The competition has the following functional strengths... I am countering this by...
9. The competitors in this sale are...
10. The last time I met these competitors I won because... The last time... I lost because...

Objection Handling: TOP 10 CheckList

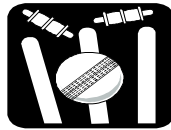
Objection handling is one of the most complex sales skills. Simultaneously it requires skill to discuss the objection, focus onto a strength and to lead the conversation to a close or exit.

1. Which reference site am I going to use? Because...? If no references then I'll handle this by...?
2. If I am not the cheapest bid, the prospect will pay more for my solution because...?
3. If the competition has a better overall functionality fit, I shall handle this by focusing on...?
4. If the competition has specific areas of functionality advantage I shall handle this by...?
5. Are there technology alternatives? Who will have a technology objection to us? We deal by...
6. Are there any aspects of the sale, including functionality, which should cause me to qualify out?
7. The main objection to my company is... (or: The main benefit my competitor has is...)
8. Inherent objections to my solution are? (Put yourself in the competitor's shoes here.)
9. The areas of our solution where we do it differently to the prospect are... My response is...
10. The biggest objection they have to buying from us is...

Key Strengths: TOP 10 CheckList

List your perceived strengths. These strengths will be used to a greater or lesser extent in every sale. Strengths are differences. You influence the prospect's perception of these differences.

1. The prospect will buy from me because...?
2. The prospect will buy from the competition because...?
3. The best strength my company has in this sale is...?
4. The competition cannot match me here because...? Think laterally as the competitor to = you
5. My best political strength is...?
6. My best functionality strength is...? The competition cannot match this because...?
7. My company strengths are...
8. My product and technology strengths are...
9. My personal strengths are...
10. My post-sales strengths are...



The competition is not the competitive supplier; it is the people who want to buy from them.

Objection handling is one of the most complex sales skills.

This is where we can turn a perceived concern into a problem and on to a lost sale!



Both are strengths in the right place at the right time.

Strength is about the prospect's perception.

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We're on the web:
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DCA International: New MasterClasses

ADVANCED OBJECTION HANDLING

A 1-day workshop using role plays throughout to handle the objections YOUR salespeople face on a daily basis.

Understanding the process of objection handling and recognising the different types of objections encountered.

Recognising buying / closing signals inherent in the objection.

Handling critical objections, including:

- Cost
- Reference Site
- Lack of functionality
- Old v New Technology
- **PLUS... ALL of YOUR encountered objections**

APPLIED SALES STRATEGY

A 1-day MasterClass using actual sales situations to establish a sales strategy which will make it difficult for the competition to win. This approach clearly shows the probability of winning.

The MasterClass is far more than just an account review it establishes the reasons why the salesperson will WIN the sale. The process then identifies what the salesperson needs to do to win.

It is a very quantitative approach which establishes a sales strategy and determines the physical activities needed to deliver the winning tactics. This planning really helps the salesperson to adapt to ongoing changes in the sale.

TRAIN-THE-TRAINER

For organisations providing in-house sales training DCA International can provide sales materials tailored to selling YOUR products into YOUR marketplaces.

All aspects of selling and pre-sales activity can be developed as required. The materials are modular and self contained making it easy to compliment any existing sales training.

A train-the-trainer approach can then be used to deliver the materials.

For smaller companies DCA International can provide a tailored "Sales Manual" covering all aspects of selling YOUR products into YOUR marketplaces.

DCA International & Derek C. Shelmerdine: A Profile

Derek C. Shelmerdine

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 in software.

Since then he has gained considerable experience as a direct salesman, sales manager and selling through channel.

Derek has direct experience of selling to both government and commercial sectors. This includes selling large solutions at Honeywell and Wang and vertical and other software based solutions to both large and small companies.

Derek's forte is selling in difficult and complicated circumstances, where a sales strategy is vital.

DCA International

DCA International was formed in 1990 to provide advanced sales training and consultancy globally to people selling IT based solutions.

The focus is on organisations which believe that they sell a "solution" and not a "product".

The aim is to help salespeople to understand WHY they are going to win. Then having planned the strategy and tactics, have to skills to make it happen. If we do not understand why we are going to win how can we expect the prospect to understand why they should choose for us to win?

DCA International has experience of working with both direct sales forces and channel based organisations.

Sales Training Has Been Delivered in the Following Locations

- Australia
- Bahrain
- Belgium
- Beirut
- Canada
- Czech Republic (translation)
- Dubai
- Egypt
- Eire
- Germany
- Netherlands
- New Zealand
- Poland (through translation)
- Singapore
- Turkey
- United Kingdom
- United States of America