



... → Strategic Selling

Role Description

Operating at C suite level, Strategic Selling delivers the potential for significant revenue gains but is one of the most complex proactive sales approaches and requires skills more akin to those of a business analyst than classic salesmanship. Fundamentally different from Solution Selling, the Strategic Selling role demands the ability to proactively identify and position, for the customer, a way forward in the face of a current or imminent business problem, where the customer has yet to identify how to resolve it.

Aims and...

This involves sophisticated research and analysis of the dynamics in the customer's marketplace, together with the current customer situation, to uncover and understand significant market drivers requiring a key business response.

With the aims of:

- 1) Alerting the customer to challenges over the horizon.
- 2) Defining with the customer the potential business impacts of those challenges.
- 3) Crafting joint options and solutions that can be implemented successfully to obviate these defined problems. This will involve your company's capabilities/ offerings and may also require integration of third party components to achieve a complete solution. ... →

...Abilities

Candidates for Strategic Sales roles require a range of capabilities to perform this role including the ability to:

- **Research** and analyze the customer's marketplace and customer situation.
- **Identify** current and impending customer business problems from the market data.
- **Select** capabilities required to address identified business problem(s) with the widest possible scope.
- **Propose** to the customer executive team a solution package that not only addresses the current or impending business problem, but also creates competitive advantage for the customer's business.
- **Engage** others outside of direct responsibility, such as partners, in the development of the proposition so that it increases real and perceived value delivered.
- **Develop** and track a set of metrics (probably financial) to demonstrate sustained success over time.
- **Create** a relationship with the customer whereby future business is assured and current successes can be fully leveraged in attracting other customers and opening the door to a possible long-term key account relationship.
- **Capitalize** the business value created for maximum mutual long-term business benefit.

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