

Becoming a Trusted Advisor

Program Proposal

Prepared for

by David R. Ednie
SalesChannel Europe

Agenda



1. Program Overview
2. Becoming A Trusted Advisor Program
3. Sample Slides from Trusted Advisor Program
4. Clients
5. Client Testimonials
6. David R Ednie

Program Overview



Methodology:

- Preparation: Hold 1:1 meetings with 3-4 sales and sales support personnel to audit current sales capabilities, skills and possible skills gaps
- Program: Build program content and delivery around key selling skills and address any identified skills gaps

Program Overview:

Review basic sales skills and the selling mindset:

- Buyer's Decision Making process vs. the Sales Cycle
- Proposals don't sell, people do. Always personally present your proposals
- Articulating the Value Proposition – questioning & listening comes first
- Getting to the Ultimate Decision Maker

Develop specific sales skills in the following areas:

- Effective prospecting in existing client base
- Gaining Access to C-level Decision Makers and what to say when you get there
- Using questioning skills to uncover PAIN and identify problems (reduce churn)
- Negotiating to win in an increasingly competitive market

Becoming a Trusted Advisor

- 4 level model of sales professional evolution
- Gap analysis: Where are you today and where do you want to be end 2007?
- Next steps/Actions

Desired Outcomes:

Inspire, motivate and engage program participants to take their sales performance to the next level

Becoming A Trusted Advisor Program



Day 1

9.00-9.30 Introduction

- Participant Introductions
- Participant's personal objectives
- Program Overview & Objectives

9.30-12.30 Becoming A Trusted Advisor

- Review of basic sales skills & **Solution Selling** processes
- Sales Cycle vs. Buying Process

10.30-11.00 *Coffee*

- Building credibility and Trust
- Building long term Relationship
- Evolution to becoming a Trusted Advisor

12.30-14.00 *Lunch*

14.00-15.30 Questioning and Listening Skills

- Open -> Closed questioning in practice
- Listening: the key to building trust and commitment
- Group exercises

15.30-16.00 *Coffee*

16.00-17.45 Negotiating to Win

- Review: Negotiation Strategy and Tactics
- Handling objections
- Group exercises

17.45-18.00 Review of Day 1

Day 2

9.00-9.05 Introduction

- Review of Day 1 & Participant's learning points
- Day 2 Program Overview & Day 2 Objectives

9.05-12.30 Investigative Selling

- Diagnostic Questioning. The key to success in selling
- Using questioning skills to uncover PAIN and GAIN

10.30-11.00 *Coffee*

- Using Diagnostic Questioning & the PAIN Chain in practice. Group exercises

12.30-14.00 *Lunch*

14.00-15.30 Prospecting your existing clients

- The secret power of Networking
- Networking within existing Accounts
- Navigating around Gate Keepers in the Organization

15.30-15.45 *Coffee*

14.00-15.30 Building your Account Strategy

- Business Drivers - > Business Issues -> Indicators
- Decision Making process: The Cast of Characters
- Over coming the price objection by expanding the pie


16.45-17.00 Program Review & Close

- Recap, Review & key learning points

17.00 *Close*

Sample Slides from Trusted Advisor Program


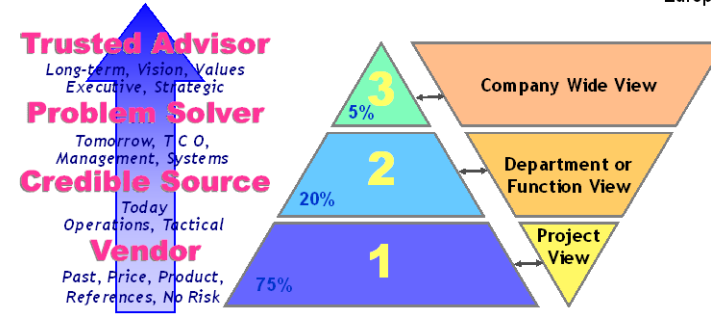
Stages of Sales Proficiency



	Stage I	Stage II	Stage III	Stage IV
	Emerging Salesperson	Salesperson	Competitive Salesperson	Competitive Sales Consultant
Intent	To be considered	To make a sale	Repeat business	To dominate an account
Focus	Product	Customer	Competition	Customer's market
Relationship	Casual	Trust	Mutualistic	Symbiotic
Value	Product options	Application solutions	Business issues	Strategic direction

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Becoming a Trusted Advisor

Trusted Advisor
Long-term, Vision, Values
Executive, Strategic

Problem Solver
Tomorrow, T.C.O.,
Management, Systems


Credible Source
Today
Operations, Tactical

Vendor
Past, Price, Product,
References, No Risk

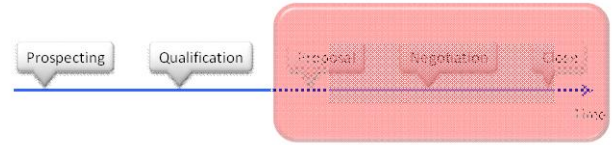
Company Wide View (5%)
Department or Function View (20%)
Project View (75%)

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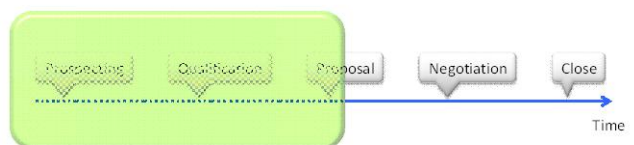
Managing The Sales Process



Conventional Approach




New Approach

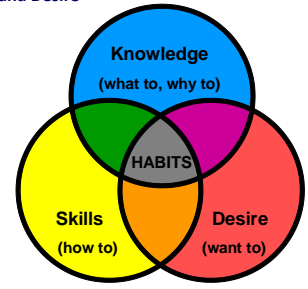


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Effective Habits



Integration of Knowledge, Skills, and Desire



Knowledge (what to, why to)
Skills (how to)
Desire (want to)
HABITS

"Creating a habit requires work in all three areas...It's sometimes a painful process. It's a change that has to be motivated by a higher purpose, by the willingness to subordinate what you think you want now for what you want later."

Source: Covey, Stephen R. *The 7 Habits of Highly Effective People*. New York: Simon and Schuster, 1989. Used with permission.

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Sales Performance Motivation



Conventions & Meetings



Keynote Speeches



Seminars & Workshops



Engaging
Inspiring
Motivating



Clients - Leadership Execution and Performance Motivation



BOMBARDIER

DOW JONES



EDF

INDEC

TietoEnator^{TE}
AXIOME Technologies

OpusCapita[®]
Leader in Cash Flow Automation

Datastream[®]
> www.datastream.net

tiscali.

Tiscali International Network

GENUITY
AustralianSuper

GMAC



Business
Services

netcentrex[™]
Connect to innovation

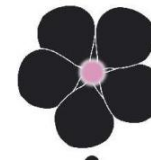
NTT/VERIO



advanced **alchemy**[™]
GENERATING INCREMENTAL SALES



Microsoft[®]



mci

RBS
The Royal Bank of Scotland



MURAL
CONSULTING

factiva[®]
From **DOW JONES**



Data General
A Division of EMC

GL TRADE

Unilog
a **logicaEMG** company

Client Testimonials



“David shared with us his passion for communication and explained how the power of storytelling and sticky ideas capture the attention of the customer, and how to combine this into a winning presentation. His insightful contribution to our annual staff meeting was very much appreciated!” *December, 2009*

Jurriaen Sleijster
Executive Vice President, MCI Group

“David worked with the Executive Team and myself to create an extremely successful and productive annual Employee Conference. Subsequent feedback from staff confirmed that it was the most valuable and enjoyable such conference that most staff had attended. David started his engagement with us by spending 1:1 time with me and each member of the Executive Team to understand our business, our challenges and our company’s business objectives, but also to understand the views, issues and desired outcomes for each member of the Executive Team. He then brought all this together in a way that was insightful, relevant and compelling. David delivered his findings in the form of a highly visual keynote address and then facilitated a series of breakout sessions that produced an avalanche of simple, creative and actionable ideas.

I was particularly impressed by David’s ability to quickly become one of the team and by his ability to provide his constructive influence from the sidelines. He left me, my team and the entire organisation with memorable concepts and actionable ideas that – just a few weeks after the conference - are already helping us to better serve our members.”

August, 2009

Ian Silk
Chief Executive, AustralianSuper Pty. Ltd.

“David and I worked in close collaboration to deliver a company wide Sales Excellence Program under a very tight deadline. He was quick to understand the complexity of the challenge and was instrumental in helping us create a Program that was embraced by multiple country operations. David brought his energy, ideas and structure to the Program resulting in immediate and universal support from the field. He is inspiring, has a unique ability to connect with people and tap into their emotional drivers, works smart and fast as hell, and knows how to think outside the box to get around little and big road blocks. It was a great experience and I learnt a lot working together with David and would welcome the chance to get to work with him again on a next joint project.” Top qualities: Great Results, High Integrity, Creative. *August, 2009*

Marc Imhoff
Retail Channel Senior Manager, Group Sales & Customer Experience, Orange Group

Client Testimonials



“David has been working with my organization in numerous consultancy engagements for Microsoft as well as for our partners. Partner feedback has been consistently great as they appreciate David's experience and style of facilitation to generate valuable results. David has also consulted my organization directly and I have been extremely pleased with the results. David works extremely professional, trustworthy and I appreciate his high level of integrity.” Top qualities: Great Results, Personable, High Integrity . *June , 2009*

Michael Korbacher

Director Web and Application Hosting EMEA, Microsoft Corporation

“The feedback that I received from my Regional Sales Managers who participated in the program and program attendees was extremely positive. David was able to bring to life key learning points through his field sales experience and transform them into participant “*Take Aways*”. People were inspired and motivated to try new ideas and to use new tools and techniques to take their success in sales to the next level.”

Lee Wood

Vice President, EMEA Sales, Dow Jones

“David did a great job for us at our Sales Kick-Off Conference this year. He created great rapport with our diverse group and engaged them totally from start to finish of his keynote speech. He shared powerful sales ideas based of his extensive experience in the field and this is what the sales team really valued and found the most inspiring.”

Lionel Reina

Vice President EEMEA, Orange Business Services

“David has a unique blend of humor and teaching that he skillfully brought to our Sales & Marketing Conference again this year. He understands how to work with large International groups and he helped the Executive Leadership Team to fine tune and to perfect their message for the sales audience.”

Yassine Brahim

CEO, GL Trade

“I've known David for the last 9 years and worked with him in two companies (so far), participated in his workshops (you never just listen!), been animated by his conferences and learned a lot from him about connecting with people. David's willingness to share and communicate, his positive attitude, hard work, professionalism, instinct and enthusiasm are all great assets.” *July , 2009*

Rob Steggles

Marketing Director Europe, NTT Europe Online

Client Testimonials



“David Ednie is a truly inspirational speaker, a superb facilitator of workshops and seminars as well as possessing a wide breadth of industry knowledge. I would recommend him and his organisation to anyone.” June, 2009

Paul Doherty

Sales & Marketing Manager, 7 Global

“Great job David... + had a lot of good feed back too! Thank you. Sell what's on the truck! Good take away among others.”

Thibault de Clisson

Vice President and Managing Director EMEA, Datastream Inc

“Thank you David. It was great working with you and I think the event worked out extremely well. Based on the attendee feedback, this was by far our most successful Sales & Marketing Kick-Off ever. I hope we will be able to work together again in the future.”

Karoline RAETS

Director of Corporate Communications & Events, GL Trade

David Ednie



David R Ednie is President and CEO of SalesChannel Europe SARL. He is acknowledged as an expert in Business Execution, Team Performance, Sales Performance Motivation, International Sales and Sales Channels. David has over 20 years international business experience working in culturally diverse markets in Europe, the Middle East, Africa and the Emerging Markets of Central and Eastern Europe and Australia.

SalesChannel Europe's clients include: Advanced Alchemy, Alcatel, AustralianSuper, Bombardier Transportation Services, Bouygues Telecom, Datastream (Infor), DowJones, EDF, GMAC Financial Services, GL Trade, Indec Consulting, Microsoft EMEA, Mural Consulting, Netcentrex (Comverse), OpusCapita, Orange Business Services, Royal Bank of Scotland Factor, Sercel, TietoEnator, Tiscali International Network and Unilog LogicaCMG. Prior to founding SalesChannel Europe David worked in a variety of Senior Executive Sales roles in High Tech – Internet Services, IT and Telecommunications for US, British and French companies, including: NTT/Verio, Genuity, Integra, British Telecom, Data General and Intel. David is an Australian national and has lived in Paris, France for the past 20 years. He has significant multi-cultural experience and gained extensive personal knowledge and insights resulting from working with diverse and different cultures.

SalesChannel Europe works with Senior Leadership and Management Teams to develop strategies and execution skills that deliver sustainable performance in today's increasingly complex and competitive business environment.



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“Performance Motivation is all about keeping your team at the TOP.”