



“My reps think selling means discounting until the prospect say yes.”

## TRYING TO BUY BUSINESS?

“We spend too much time selling feature and function to people who can't buy, rather than having meaningful business discussions with the people that can.”

## LOSING SALES PRODUCTIVITY?



“We're lucky to close 50% of what we forecast. My people need to learn how to sell.”

## INACCURATE FORECASTS?

“We lose more sales to no decision than to any single competitor.”

## LOW WIN RATES?

“Few of my new hires become top producers.”

## INCONSISTENT PERFORMANCE?



*Sound all too familiar?*



*CustomerCentric Selling™ —  
The Message Driven Sales Process™ can help.*  
[www.customercentricsystems.com](http://www.customercentricsystems.com)



## CUSTOMERCENTRIC SELLING™

equips your sales people with the skills required to sell more effectively in today's competitive marketplace.

Following a repeatable, scaleable and verifiable sales process, your reps are better enabled to:

- Initiate opportunities at decision maker levels
- Identify decision maker business goals
- Understand prospects' current situation and measure its cost
- Propose only the parts of your offering that can help your prospect achieve his/her goals
- Help prospects understand requirements for successful implementation
- Gain mutual agreement with decision makers on what has to happen in order to make an informed purchase decision
- Document efforts comprising the buying cycle to maintain control, keep senior management informed and allow forecasting at an opportunity level.

## The CustomerCentric Selling

sales methodology is transferable and can be mapped to forecasting milestones. The process can easily be learned, implemented, monitored, coached and adjusted.

*CustomerCentric Selling and its focus on prospect goals and objectives, has helped us accomplish two things: higher quality customer interactions, and better customer understanding of how they'll actually use our products and services to achieve their objectives.*

~ Rick Betts  
PRINCIPAL CONSULTANT  
Ventaso

CustomerCentric Selling trains your reps to:

- Prospect more effectively
- Diagnose prospects needs with a bias toward your offering
- Reach the right person with the power to buy
- Eliminate 'no decisions'
- Hold the price without losing the sale
- Shorten sales cycles and close faster
- Eliminate peaks and valleys in their pipeline
- Prepare an accurate sales forecast

Following our comprehensive sales methodology, your organization benefits from increased revenue and improved forecasting accuracy. Margin improvements come from shorter sales cycles. More effective marketing campaigns are created. Costs of sales management and administration are significantly decreased due to the implementation of repeatable objective processes.

## WORKSHOPS

*CustomerCentric Selling workshops are held throughout the world and have proven to be a convenient way to train new staff; train entire staff; and for previewing the sales methodology before adopting it.*

*For larger clients, we customize workshops specific to markets and offerings. Find more information about our workshops, customizing a workshop and how to register at [www.CustomerCentricSystems.com](http://www.CustomerCentricSystems.com).*

### CUSTOMERCENTRIC SELLING™

Learn to understand and execute a systematic sales process specific to the high tech market. An assortment of lectures, in-class labs and role-playing scenarios. Key skills include:

- Prospecting and developing new business
- Identifying and creating unique business value
- Qualifying and disqualifying prospects
- Controlling the sales process

- Negotiating and managing expectations

### CUSTOMERCENTRIC MESSAGING™

Document dialog with your prospect about how your offering can solve his/her goals. Learn related marketing efforts to help your reps sell effectively. Concepts include:

- Effectively document conversations so both sides clearly understand
- Develop a messaging strategy that relates to the prospects' market, job title and goals

- Create effective marketing collateral, including key messages, the purpose of each piece, and how it is delivered

### CUSTOMERCENTRIC SERVICES™

Learn to implement products and services to the customer's goals and objectives. Provides a road map for implementation consultants. Topics include:

- Linking CustomerCentric Selling to the implementation phase
- Watching for changing requirements, additional needs and new sales opportunities

- Communicating effectively to insure goals, objectives and required capabilities are met
- Conducting an internal transition meeting from sales to the implementation consultants
- Guidelines for implementation consultants to create their own processes for managing the ongoing implementation





## CUSTOMERCENTRIC MESSAGING™

The foundation of any sales process is a meaningful documented dialog between seller and prospect about how the prospect can solve a problem using the seller's offering. That's where CustomerCentric Messaging is vital.

In order for the seller to relate to the prospects' market, job title and goals, the dialog must follow a specific defined sales strategy supported by effective messaging. This encompasses

*CustomerCentric Selling helped us develop a winning strategy. In fact, I recently used one of the 'take-back' letters, received a response in 15 minutes via e-mail, and completed a \$3,750,000 sale that was about a month overdue.*

~ Linda Taylor  
VP OF SALES  
Thinking Edge

*CustomerCentric Selling provides a process for engaging a prospect and managing that opportunity to a logical conclusion. I strongly believe the tools and strategies will allow us to better forecast and ultimately close more of the opportunities we are engaged in and avoid the frustration of having a prospect disappear after months and months of effort.*

~ Frank Chisholm  
SVP OF SALES  
Wheelhouse

every element associated with marketing collateral, including key messages, the purpose of each piece, how it is delivered and more.

Without a strong documented messaging strategy, teaching salespeople to qualify the prospect, gain access to

power, negotiate, create a value proposition and strategic sales training are irrelevant.



## CUSTOMERCENTRIC SERVICES™

Research shows that nearly 80 percent of buyers of software and related services feel they do not receive the predicted benefits and, as a result, are dissatisfied with their supplier. Frequently this is due to poor communication in both the suppliers' and purchasers' organizations during the transition from sales to implementation and during the implementation process itself.

Beyond the initial sale and messaging, CustomerCentric Services trains organizations to effectively implement products and services to the customer's documented goals and objectives agreed upon during the sales cycle. Yet also being cognizant of the customers' changing requirements, additional needs and new sales opportunities. The net result of following this methodology is an improved implementation and a satisfied customer.

For more detailed information about CustomerCentric Selling—The Message Driven Sales Process, please visit us on the Web at [www.CustomerCentricSystems.com](http://www.CustomerCentricSystems.com).



## CUSTOMERCENTRIC SELLING™ — A RECOMMENDED APPROACH

- 1 Test Drive Our Methodology:** Attend one of our public workshops before making a formal commitment.
- 2 Analyze your sales process to determine what can be improved:** What marketing support will be required, and how it can be efficiently managed.
- 3 Create a Customized Sales Tool Kit:** Program materials and templates customized to specific products and markets.
- 4 Participate in the CustomerCentric Selling Workshop:** It will give a detailed "how-to" plan on what to consider doing next with an account.
- 5 Train the Sales Managers:** An opportunity to evaluate each sales rep, develop an objective plan according to the predefined sales process and how to create an accurate forecasting model.
- 6 Maintain the Process:** Direct intervention and coaching in areas of need for support.





*CustomerCentric Selling definitely puts a proven sales process in your hands and emphasizes the importance of using all of the steps in the process in order to take a prospect from initial interest to closure.*

~ Chad Wanless  
TECHNICAL SALES REPRESENTATIVE  
Actional, Inc.

*Products and services that are viewed as difficult to sell; hard to describe; intangible; require long sell cycles; are typically sold to committees and perceived as expensive characterize the high technology marketplace.*

CustomerCentric Systems specializes in helping companies in this competitive market define and implement their organizational sales process through our business development processes and workshops. Our founding partners have a combined 75 years in senior-level sales management roles. Every member of our staff is a seasoned sales and marketing executive from a high technology company

that knows what it takes to be successful in difficult selling environments.

Our founding partners joined with Mike Bosworth, founder of the Solution Selling® sales methodology and the original author of "Solution Selling: Creating Buyers in Difficult Selling Markets", to create CustomerCentric Systems. With growing resources nationally and throughout Europe, we are uniquely positioned to help our clients meet the demands of a global economy.

For more information about CustomerCentric Selling, please visit [www.CustomerCentricSystems.com](http://www.CustomerCentricSystems.com) or contact us via email at [info@CustomerCentricSystems.com](mailto:info@CustomerCentricSystems.com).



**Andrea Edwards**  
LICENSED CUSTOMERCENTRIC  
SELLING™ AFFILIATE

Edwards has had a 20-year career in sales and sales management in the information technology industry. Edwards joined Fujitsu Systems in New Jersey as a major account sales executive and earned the top salesperson title for two consecutive years. In 1988, Edwards moved to California as the Western Regional Reseller Channel Manager. Along with developing the channel program, Edwards was the top revenue producer in 1989.

As a Major Account Sales Manager at Symbol Technologies, using a defined sales process, revenues increased by 32 percent, close ratios went up by 70 percent and time to close opportunity ratio decreased to 65 days from 6 months.

Her bilingual abilities have given her unprecedented success in multinational companies. She is twice past president of The National Association of Professional Saleswomen and a member of The National Association of Women Business Owners.

CustomerCentric Selling™ -  
Los Angeles

3245 Arrowhead Court  
Altadena, CA 91001

PH: (626) 797-4519

FAX: (626) 797-4518

*For more information or to arrange for an onsite Executive Overview, contact Andrea at [aedwards@CustomerCentricSystems.com](mailto:aedwards@CustomerCentricSystems.com)*



*CustomerCentric Selling™ — The Message Driven Sales Process™*  
[www.customercentricsystems.com](http://www.customercentricsystems.com)