

Insight Selling 2-Day Workshop



Challenge

- You know the #1 barrier preventing your salespeople from achieving quota is their inability to articulate value, because this figure is based on a survey by [SiriusDecision](#) of sales leaders who are your peers.
- The reason salespeople struggle to articulate value, according to executive buyers surveyed by [Gartner](#), is that 74% of salespeople talk too much about their product. Buyers don't want to meet with a walking brochure salesperson, because they prefer to do their own research online. Instead buyers want insight.
- Because salespeople struggle to articulate value and buyers can't figure it out on their own online, 58% of enterprise sales opportunities end with the buyer deciding to stick with the status quo and not buy (source: SBI).
- With so much riding on your sales team's ability to deliver insight and articulate value, ask yourself are your salespeople articulating value on purpose or by accident?

Solution

- Imagine if your salespeople could improve their ability to articulate value by shining the light of insight on the customer's unrecognized value. Would your customers then no longer underestimate the cost of the status quo or the benefits of change? Would you lose fewer deals to no decision? Would your salespeople then be able to sell value and differentiate your product?
- Imagine if you could improve your sales team's ability to articulate value by having better executive conversations. Would you then achieve higher win rates, shorter sales cycles, and higher margins?

Training

At the end of the 2-day workshop, salespeople will be able to create and then deliver insights so that they can sell value & differentiate their product to today's empowered buyers. By improving your team's ability to articulate value through improved executive conversations, you will achieve higher win rates, shorter sales cycles, and higher margins.

Inside The 2-day Insight Selling Workshop

For the morning of day-one, we will cover why salespeople must deliver insight to sell value, what is insight, and then we will review the three methods to deliver insight; namely, Customer Scenarios, Provocative Questions, and Teaching with Research ([click for examples](#)).

Because people best learn how to articulate value by doing, in the afternoon we will break up into pods of 3-4 participants to create and deliver insights. Each pod will then deliver their customer insight scenario to the group, and then receive feedback from their peers. Based on delivering and then hearing each other's insight scenario, each POD will then edit their customer insight scenario, and the result is that the ability of each team to communicate value will improve by at least 2X. The insight scenarios are then converted into Provocative Questions and, when supported by quality third party research, into Teaching with Insight.

The following day we will:

1. Discuss how to adjust the story per title/role;
2. Continue with value creation labs, and then learn
3. How to deliver insight conversationally, in a power point, and on a [whiteboard](#)
4. How to listen & document the customer's new story in a letter to gain access to other key players.
5. How to process the committee's buying vision towards agreement to an evaluation plan
6. How to integrate Insight Selling into your [sales process](#).

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After the workshop, we recommend that your weekly sales meeting starts off by a salesperson sharing a 2-minute customer insight scenario. This is a quick way to continually sharpen the saw so that your salespeople's ability to articulate value is razor sharp.

Benefits

1. **Memorable:** Customers will remember your insight long after the facts have been forgotten, because your salespeople will learn how to wrap factual insights up in a customer scenario. In a Stanford University study, for example, only 5% of the audience remembered facts, but 63% remembered stories (source: Made to Stick, Chip & Dan Heath, p 243).
2. **Trusted Adviser:** In customer meetings, your salespeople will now be able to walk away from their product and enter the customer's world, because the customer scenarios will contextualize their product knowledge in customer knowledge. The result is that your salespeople will no longer feel like they are selling blind in the customer's world. With a helicopter view of their customer's world, your salespeople will now be able to see new patterns and wisely guide the customer through the buying process.
3. **Dislodge the status quo:** Your salespeople will no longer be trying to rescue customers who are only ankle deep in problems with your product. Instead they will first deliver insight so that your customers realize that they aren't ankle deep in problems, but that they are actually drowning out in the middle of the lake. Only when your customers understand the full cost of the status quo are they ready to appreciate the value of being rescued by your product.
4. **Find and fill value gaps:** The knowledge gaps of your salespeople will suddenly be exposed when they tell a customer insight scenario, because the before and after picture of owning your product will be out of focus. But by receiving peer feed-back when they present their customer insight scenarios, the knowledge gaps will quickly fill in, and that's how your salespeople will increase their ability to communicate value by 2X.
5. **Create Sales Assets to help win future sales opportunities:** At the end of the workshop, you will have an edited Customer Scenario along with Provocative Questions and Teaching Insight for each pod (3-4 participants) that you can then share with the team and use the next day to inspire customers to buy.

Instructor

Michael Harris is CEO of Insight Demand and author of [Insight Selling- How to sell value & differentiate your product with insight scenarios](#), as well as the author of one of the most read HBR articles "[When to Sell with Facts and Figures, and When to Appeal to Emotions.](#)"

Although the training program is based on the principles of the book and the article, the content has been distilled to a few key teaching examples and exercises so that your team is able to apply what they have learned. The success of this program is much more than filling out a template: It's the quality of instruction and coaching that enables salespeople to deliver insight that inspires customers to buy.

Testimonials

Our Insight Selling clients include such companies as SAP, Hitachi, Epicor Software, Eaton Corp and Transunion Corp <http://insightdemand.com/our-clients/>