



**Hallett** | training  
International & consulting

# Selling Higher, Wider, & Deeper

# Objectives

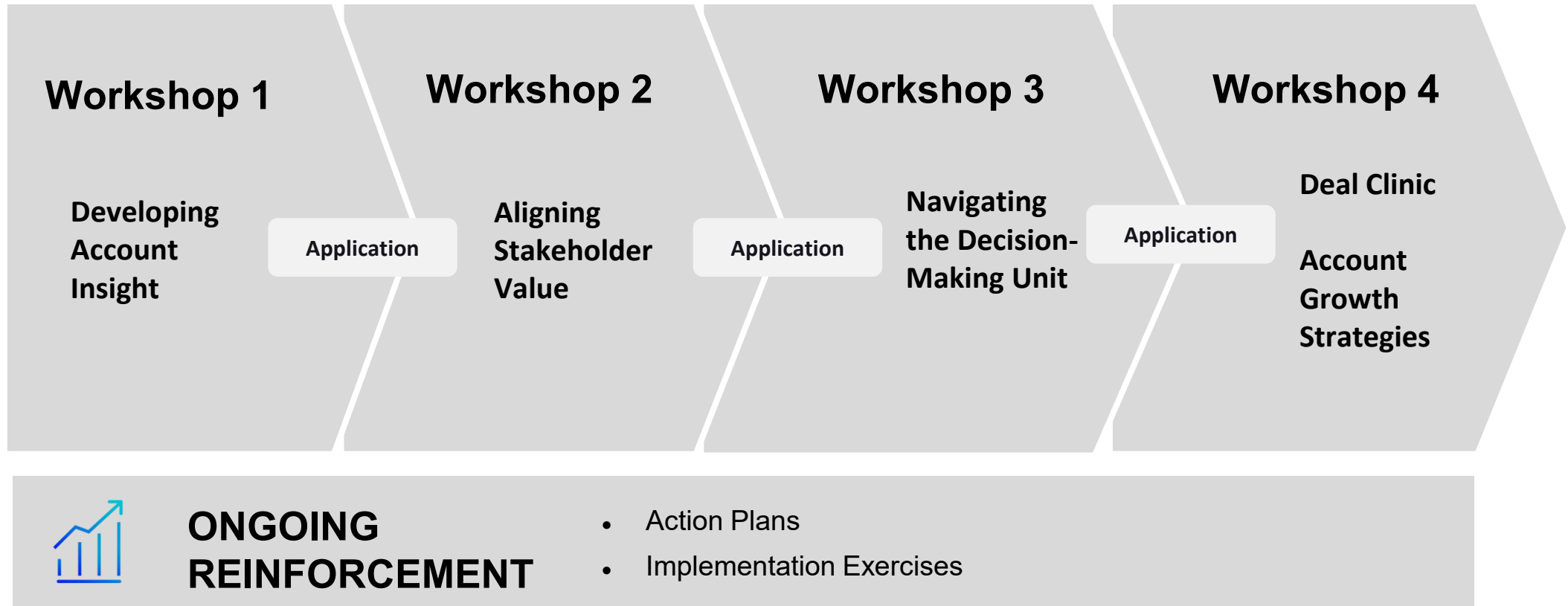
To penetrate existing accounts through building value-based relationships across multiple levels and functional areas

To create strategic opportunities through proactive engagement based on our understanding of their business

To position our value through a collaborative approach delivering unique insights



# Program Contents







# Aligning Stakeholder Value



**What is positioning?**

**Positioning is shaping  
the customer's  
perception of the  
value of our solution.**



**C**redibility

**C**uriosity

**C**ommitment

# Establish CREDIBILITY

- **Referral** – Use existing relationships to gain access to new contacts in other departments, divisions, etc.
- **Research** - Mention research you've done on the company and contact.
- **Triggers** - Mention recent news, compelling events, or triggers you uncover through research
- **Experience** – Demonstrate your expertise in their industry.





# Create CURIOSITY

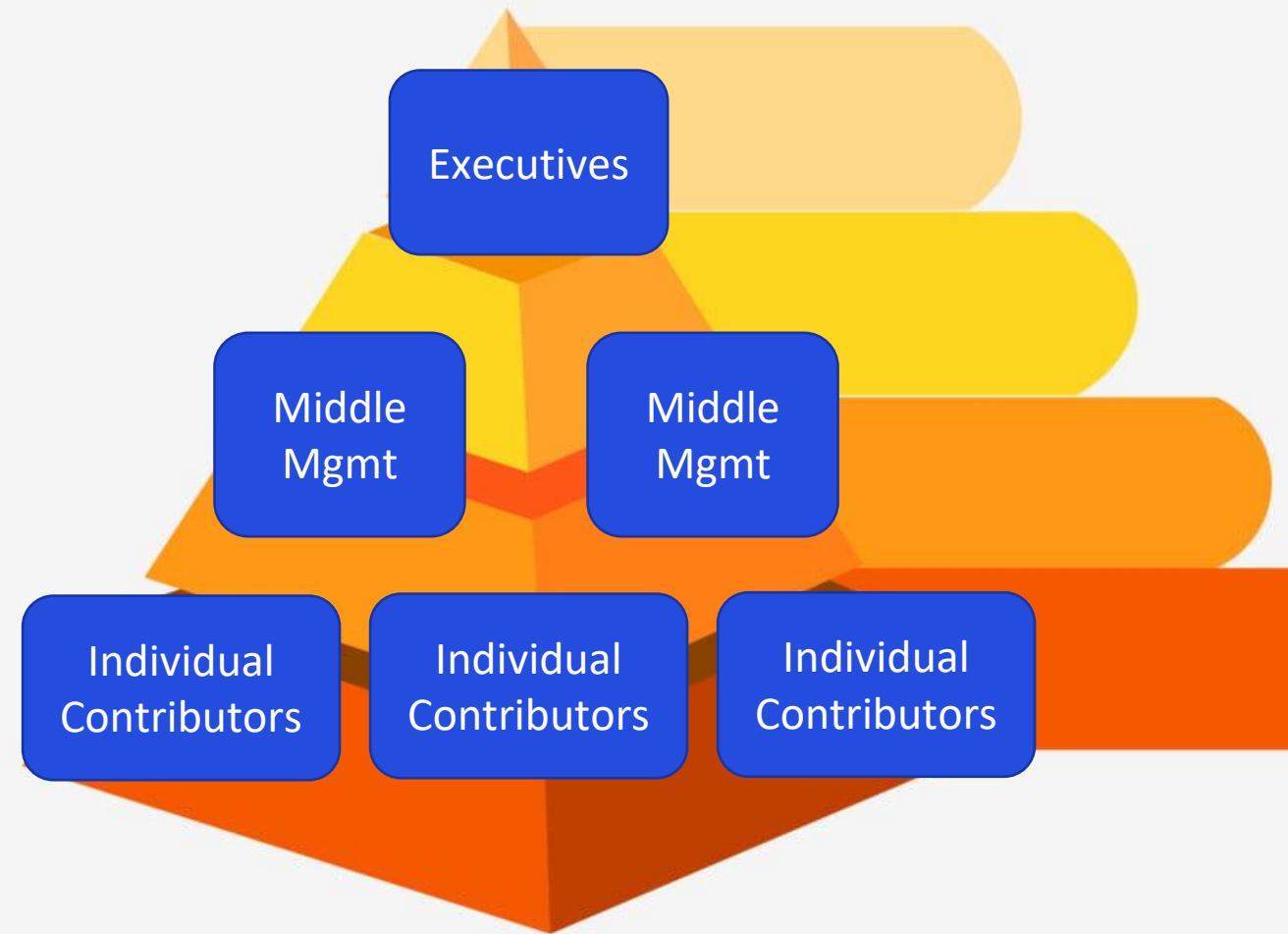
- **Results** – Share results to drive interest
- **Problems** - Bring up the critical issues and problems you can help solve
- **New Ideas/Insights** - Convey the essence of the important information you possess and how it can help their business
- **Best Practices**
- **Market Information** – Industry trends, new technologies, what their competitors are doing, etc.



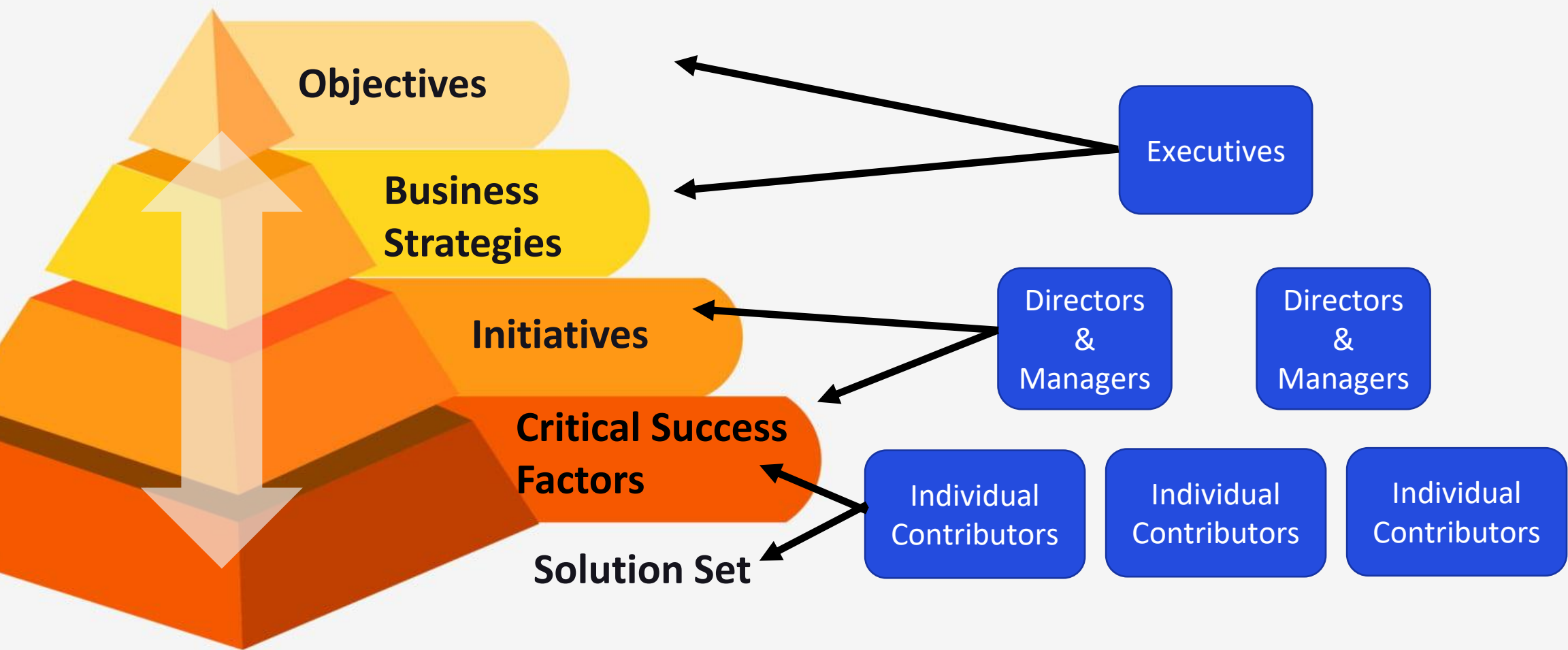
# Different levels have different expectations and this impacts our message

Perspective varies based on:

- Area of responsibility
- Area of concern
- Potential areas of value



# Align Value at the Right Level



# Account Application

## - Develop a Positioning Statement



- Use your prework to identify a contact whom you'd like to get a meeting with.
- Develop a tailored positioning statement for this individual.
- Be prepared to share your positioning statement in your groups and get feedback on how you can improve it.





# Final Things to Remember

- Account insights can be tactically used to leverage our capability and expertise.
- They need to reveal something the client was not aware of and not just tell them things they already knew.
- They need to be relevant to the client, indicate some change is needed and point the way towards a tangible benefit.
- If utilized effectively, they can be a significant differentiator.