SECURING STRATEGIC APPOINTMENTS^{SM}

Securing Strategic Appointments^{SM} provides organizations with a solid foundation to build stronger techniques for targeting contacts to secure h igh-value meetings. Through this program, organizations will enable salespeople to increase their prospecting confidence by learning to develop and convey compel ling reasons for prospects to agree to meetings.

This program focuses on initiating contact with prospects or new contacts within a client organization. It is a process used to hypothesize chal lenges prospects may have and develop meaningful statements that address those challenges. By formulating this type of contact strategy, salespeople will immediately differentiate themselves from others who are fighting for time with decision makers and influencers. I t also improves the likelihood of getting meetings scheduled and calls returned.

Securing Strategic Appointments^{SM} helps bolster confidence for sales professionals as they learn to quickly identify and leverage their prospect's most critical business challenges to secure high-quality appointments. Salespeople will be partnered with a Miller Heiman Group expert to implement this process into current prospecting activities to generate valuable leads and move sales opportunities through the sales funnel.

Securing Strategic Appointments^{SM} supports organizations in their efforts to:

▶ Increase contact rates and ratio of quality appointments.

▶ Message consistently to key contacts to move sales opportunities forward.

▶ Improve prospecting effectiveness and business development efforts to fill
the sales funnel.

▶ Increase professional confidence and comfort when targeting new prospects.

▶ Decrease wasted time in preliminary sales conversations.

Who Should Attend

This program is applicable to anyone who is responsible for securing time with key decision makers from business development and sales to account management and senior leadership.

How Your Organization Will Benefit

Enable field sales to:

▶ Utilize research to identify possible challenges key contacts may be facing in
order to secure time.

▶ Quickly articulate the value your organization has provided to similar individuals or industries.

▶ Increase preparation and confidence in prospecting.

▶ Gain access to previously unreached decision makers in current accounts.

Enable sales management and senior leadership to:

▶ Increase ratio of appointments secured through prospecting efforts.

▶ Share best practices and successful messaging across sales teams.

▶ Fill the top of the sales funnel with quality prospects.

Delivery Options

▶ Regularly scheduled live public programs (1/2 day)

▶ Tailored on-site live or virtual programs

▶ Train-the-Trainer (Client Associate)

Related Offerings

Strategic Selling
Develop a comprehensive strategy for winning complex deals.

Conceptual Selling®
Communicate effectively to uncover and align with the customer's buying process.

Large Account Management^{SM}
Learn strategic planning for protecting and growing key accounts.

Strategic Selling® Funnel Management
Increase accuracy and improve funnel management.

Funnel Scorecard ®
Evaluate opportunities and effectively review losses.

About Miller Heiman Group

Be Ready Solutions from Miller Heiman Group empowers people across the entire organization to perform at peak potential by bringing game-changing insight to sales performance, customer experience and leadership. Backed by more than 150 years of experience and performance, Miller Heiman Group is built on well-known brands such as Miller Heiman, AchieveGlobal, Huthwaite, Impact Learning Systems and Channel Enablers. Our Be Ready Solutions offer more sales-based and customer service-based solutions than anyone in the industry. This allows you to build and sustain successful, customer-focused organizations that drive profitable revenue and top-line growth on a global scale. To learn more, visit our website. And follow us on LinkedIn, Twitter, Facebook, YouTube or Google+.

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