



Miller Heiman Sales System™

## BENEFITS

- Sell solutions, not products
- Reduce competition
- Strengthen strategic relationship
- Improve prospecting

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## THE OVERVIEW

*Conceptual Selling®* is our consultative selling and call planning communications tool to help sellers win the support of key individuals that influence buying decisions.

Organisations don't buy products and services for the sake of spending money; they buy solutions to problems and their expected business results. Too often, salespeople begin sales conversations by talking about their products and services rather than try to understand what their customers are trying fix, accomplish, or avoid. Many times, what the customer needs has nothing to do with what the salesperson originally pitches, hence, the opportunity is lost, or the deal stalls.

*Conceptual Selling®* helps salespeople connect the way they sell to the way their customers buy. This means clearly understanding their customer's key issues and concerns and focusing their selling efforts on the solution and results the buyer specifically wants to accomplish. It gives the salesperson a framework to view the sale from the customer's perspective and create a collaborative "win-win" solution for both parties. Often this significantly increases the average deal size.

*Conceptual Selling®* also trains the salesperson to create "valid business reasons" and strategies for gaining access to new prospects or key influencers involved in complex deals.

We typically deliver *Conceptual Selling®* through workshops on our client's premises or at one of our many public sessions, but we can tailor our approach to meet our client's needs. These workshops require participants to work live deals so they can deliver fast results. We follow this up with on going coaching, support, technology and measurement to ensure successful adoption.

Since *Conceptual Selling®* gives clients a common language and framework for sales call planning in their organisation, organisations can better enable training, management, coaching and learning. Most importantly, it helps close business by helping sellers solve problems for their customers rather than merely push products.