

5 essentials for strategic sales success

Leadership & Organisation

Have the vision and direction to lead the team to success. Ensure you pick a team with the right skills that work to your strengths.

Opportunity Qualification

Be selective about the opportunities that best meet your strategic aims, capabilities and experience. Focus on these to win the sale.

Capture Planning

Prepare and execute the winning strategy at the earliest opportunity. Develop it as the sale progresses and stick to it.

Campaign Management

Understand your customer decision makers and influencers. Positively manage the relationships to completion.

Partnering to Win

Select your team to enhance your skills capability and your ability to deliver on time and to budget.

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Want to
know
the
secret
to a successful
complex sale



Sadly there isn't one... winning complex sales is not rocket science but are you doing what it takes to get that large sale in the bag?

Landseer Partners takes a look at the characteristics of a successful strategic sale.

Be brave. Take risks. Pursuing an opportunity that takes you out of your comfort zone can be a challenging, exciting and often rewarding adventure. Venturing into a new market is a brave step. Taking a risk is one thing, but shouldn't you be doing everything you can to minimize the possibility of failure? It makes solid business sense. Qualifying your opportunity early based on accurate information is crucial. Be sure you are making the right business decision.

Start with the people. Expert leadership and creating the right sales and delivery team is essential for long-term sales success.

It's unlikely that an organisation will have all the correct skills and resources to manage all the factors effectively, particularly if you are entering a new market or exploring new capabilities. A solid mix of people works best, bringing company

knowledge together with outside knowledge of the marketplace and best practice.

Ensuring you have the credentials and capability to deliver is crucial. It's always a key concern of the customer.

Insider knowledge is key. Market focus from outside is imperative to maintain a balanced focus on customer requirements.

Accessing the right people can often be challenging when entering a new market place. Find those people with the vertical knowledge to help take your core offer into new segments.

Commit and Invest. Capturing big contracts takes commitment and investment. This needs internal support and a strong case for Return on Investment (ROI). To fully understand ROI in a new market can be challenging, so finding the expertise to help you understand all the market forces can make all the difference.

We believe there are 5 key areas and sets of questions that lead to success. Have you got them covered?

- Leadership & Organisation
- Opportunity Qualification
- Capture Planning
- Campaign Management
- Partnering to Win

Read on for our 5 essentials to increase your chances of success.

5 essentials for strategic sales success

1 Leadership & Organisation

Get your team and organisation ready for the challenge ahead.

Leadership

- Does your team know where it is going?
- Where it has to get to?
- How and when it has to get there?
- Does the team have the internal support to succeed?

Skills

- Do you have the right number of people with the correct skills?
- Have you got the people you need? Technical, systems engineering, commercial, customer relationship management, bid management, programme management and authoring?

Teamwork

- Does your team operate effectively?
- Do they communicate optimally to achieve consistency and comprehension?

2 Opportunity Qualification

Be certain. Are you *really* doing the right thing for the business?

Strategy

- Does the opportunity fit within your predicted growth strategy?
- Is it in a new market you wish to grow into?
- Does it represent a new capability you wish to develop?

Capability

- Can you deliver this capability?
- Do you have the credentials to demonstrate this during prequalification stages to convince the customer?

Return on Investment

- Will the opportunity deliver the returns that your board is looking for?
- Can you afford to bid it?

3 Capture Planning

Be clear about your offer and your win strategy. Then stick to it.

Offer

- How do you determine what you will offer? At what price?

Delivery

- How will you convince the customer that you will deliver to budget and on time?

Unique Selling Points

- What are you offering that is unique to you?
- Do you know what is irresistible to the customer?

4 Campaign Management

Be in the know. Be responsive and stay focused on the customer.

Stakeholder Management

- Who are the main deciders, influencers and customers?
- How will you manage the relationship with them?

Politics

- What is the political situation? How will you lobby?

Marketing and Communications

- How will you reach your audience? How will you handle the media?

5 Partnering to Win

Select your partners based on clear criteria and ensure they truly enhance your offer.

Who

- Who brings the capability, political and commercial benefits to your offer?

How

- What commercial arrangements will you put in place?

When

- At what point in the procurement cycle will bring you the optimum benefit in teaming?