

The Huthwaite Major Sales Process

Overview





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From the providers of the world's best-selling skills programme comes the Huthwaite Major Sales Process (MSP) to maximise your success rate in major, complex sales.

Huthwaite MSP is an opportunity management system that takes you from the earliest opening of a strategic sales opportunity all the way through to securing an order. It places your new and existing accounts in safer hands and lets you control them from your desktop.

Designed to enable the capture and use of information critical to persuasive selling, sellers who use MSP are better able to apply their skills, have more confidence throughout the sales cycle, and are more successful. They will be able to maximise account penetration and manage those accounts more successfully.

For sales managers and directors, MSP makes reviewing, forecasting, and coaching much easier and more accurate.

Maximise the return on your sales skills training

MSP complements and enhances the effectiveness of any sales skills training (including Huthwaite SPIN[®]), providing a process that helps the user to devise the appropriate strategies for selling into every major account.

A uniform approach for the whole team

MSP places a common, visible, and easily shared process toolbox on everyone's desktop, making it easy for the whole sales team to work with it and update it. The toolbox, which applies the principles underpinning MSP, runs on Windows PCs and is supported by a two-day programme on how to get the best out of the process and the software. And, since those who attend the programme bring their own real-world sales opportunities to work with, Huthwaite instantly brings MSP to life and enables sellers to hit the ground running when back in the workplace.

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Devise strategies based on real information

MSP helps users to identify and influence multiple key decision-makers within the sales process, uncovering their decision criteria. On-screen maps instantly provide powerful visual aids showing which players have power, influence and receptiveness, helping to plan strategies for reaching them and taking them to the decision point.

These Key Player maps enable users to see easily what was said during previous conversations, and check whether those players share the same perceptions and the same decision criteria. The process also helps users identify potential barriers and concerns which may prevent the customer from doing business with you, including the strengths and weaknesses of your position against competitors.

MSP helps sellers identify opportunities for repeat or additional sales, and plan to secure long-term, win-win relationships with your customers.

MSP complements your other software

Importantly, although it can operate standalone, MSP is the perfect tool for integrating sales strategies with CRM and contact management (CM) systems. Whilst valuable, those systems in isolation cannot help sellers to assess how to secure each individual sale, and therefore won't improve results. However, integrating Huthwaite's toolbox with existing CRM/CM software enables sellers to immediately begin using existing customer information within MSP – and to use it much more effectively. This level of integration also means there's no need for any annoying and time-consuming double entry of data.

Huthwaite MSP is based on thousands of field visits and in-depth research interviews about strategy, tactics and buyer psychology in complex, multiple-influencer and long-cycle sale processes. It applies insights gained from our research to help you win more business in a shorter timescale – creating the most complete and credible sales process system on the market today.

An overview of the MSP programme follows on the next page.



Overview – the Major Sales Process (MSP)

Using research from Huthwaite's work on successful account strategy in major sales this programme focuses on the application of account management processes and tools to the real-case accounts of each participant. The programme is supported by the MSP electronic toolbox. The toolbox provides a range of research-based analytical, planning and diagnostic tools to help win more business, more of the time. The toolbox can be used as a stand-alone version or linked to CRM/data management systems if required.

Objectives

By the end of the programme each participant will be able to use the MSP approach and Toolbox to:

- plan effectively for major sales campaigns and share those plans easily with the account team
- build stronger customer relationships with a wider network of key influencers and decision-makers
- systematically influence the decision making process in their favour or make strategic no-go decisions
- develop strategies for beating internal and external competition throughout the Buying Cycle
- develop strategies for pre-handling risks that could block the sale
- use their position to identify and exploit business needs throughout the customer's network, so that customer relationships are deepened and strengthened profitably.

Programme content

The Buying Cycle

- The psychological phases of complex, comparative buying behaviour.

Account Entry Strategy – how to find and use the:

- Focus of Receptivity
- Focus of Dissatisfaction
- Focus of Power.

Buying criteria

- Principles of competitive advantage – macro and micro, hard and soft differentiators.
- Decision Guidelines – how customers evaluate competitive offerings.
- How to influence Decision Guidelines in your favour.

Customer concerns about risk

- A detailed, analytical model for predicting and dealing with concerns about risk that can block the decision.
- How to resolve concerns to your advantage.

Implementation

- The 'motivation dip' and why it happens.
- Strategies to avoid the motivation dip.

Account Development

- Pro-active strategies to maintain your dominant position and handle competition.

Target audience

- Anybody who is involved in making major, complex B2B sales, whether as a solo hero, team member, or sales manager and whether or not they already possess SPIN[®] Selling skills.
- Any organisation or division that does not possess a major sales process, or adequate tools for managing its existing sales process.
- Any organisation that wants to integrate the behavioural skills and process tools it uses for managing major sales seamlessly with its CRM, database or contact management technology.

Training design and methodology

This programme teaches a combination of strategic concepts and sales planning processes. The programme is structured as a highly participative workshop where delegates apply their learning and use the Toolbox to create strategic campaigns for their own real-world accounts.

Materials

Trainees will receive a copy of the electronic Toolbox to install on their laptops before the programme and will then use this personal version during the two days. Other materials distributed on the course include booklets covering content of the major sessions and a user guide that provides guidance on the software and how to use the output for strategic planning.

Duration

The MSP programme runs over two days.

Faculty and group size

A Huthwaite consultant experienced, whenever possible, in the customer's industry sector will run the programme. To ensure that each participant receives individual attention, training group size is normally limited to a maximum of twelve. For larger groups additional support can be provided.



What's inside the MSP Toolbox?

The Toolbox is a software tool delivered as part of the Huthwaite Major Sales Process. It is designed to reinforce the use of the MSP and makes the tried and tested tools you always get from Huthwaite more accessible, useable by the team and so more powerful. It can be used freestanding but crucially, it integrates with all commonly available CRM, database and contact management systems.

As the name implies the Toolbox contains a number of integrated tools, all designed to make your pursuit of a sales opportunity more efficient and successful. The main tools are:

- **Campaign Overview** – this is the overview screen for each campaign, or opportunity and gives you the key information you need on a single screen.
- **Competitive Analysis** – allows you to evaluate how, from the prospect's position, you compare to the competition. More importantly it allows you to decide what to do next.

- **Influence Network** – maps the individuals with the decision making process, allows you to analyse who needs influencing about what. Again it helps you plan next steps.
- **Buying Cycle** – places individuals within the decision making process and ensures your persuasive messages are focussed and appropriate.
- **Key Player Map** – collects the information about Key Players and helps you plan strategies to reach them and move to the decision point.
- **Persuasive Case Analysis** – ensures your messages are persuasive, focussed and applicable.

In addition to these key tools there is a number of specific planning tools designed to help with the many and varied tasks involved in pursuing a major sale.

