

# Contextual Selling

Strategies to improve sales team effectiveness

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# Enterprise selling is not for the meek



Only 15% of ‘C’ level executives felt their meetings with sales people were valuable, and only 7% would accept follow-on meetings based on the outcome of the initial meeting.



*“Are Salespeople Prepared for Executive Conversations?”*

—Scott Santucci, Forrester Research

# Coping in a flat, loud, difficult world

Your pipeline reports likely reveal the effects of the seismic changes occurring in business today.

Armed with information from the Internet, time-pressured **buyers are continually scanning for a better answer**. Social media increase the reach, power, and influence of every prospect—and raise expectations that suppliers will listen and respond.

With this new power, **buyers no longer give vendors the level of control** they once did.

“ Two-thirds of global industries are now in fundamental flux; finding profitable growth will challenge even the best companies in the unstable recovery ahead. ”

*Profit from the Core: A Return to Growth in Turbulent Times,  
Bain & Company*

# Sales reps are struggling to stay current

The challenge of selling in complex environments to Web-informed prospects grows every day. Many formerly successful sales pros are struggling to meet quota in these unpredictable times.

Reps must be able to **understand and meet each customer's needs** as they move through the sales process. To be relevant, they must **deliver a tailored pitch** that aligns with each customer's spending priorities. But constantly **shifting customer preferences and competitive moves** make it difficult to execute effectively.

All the while, product planners force more features and options into increasingly complex solutions, making it **harder to explain** your differentiated value to prospects.



Questions to

**ASK**



Messages to

**SAY**



Tactics to drive the

**ENGAGEMENT**

# Marketing can bring a new kind of support

Marketing can support sales in a new and needed way by **delivering customer, market, and sales intelligence**, packaged for action, directly to the front line.

In bringing customer and competitor insights, process discipline, and execution resources, marketing can deliver value beyond brand building and lead generation.

The result is a new form of **sales-led marketing** that

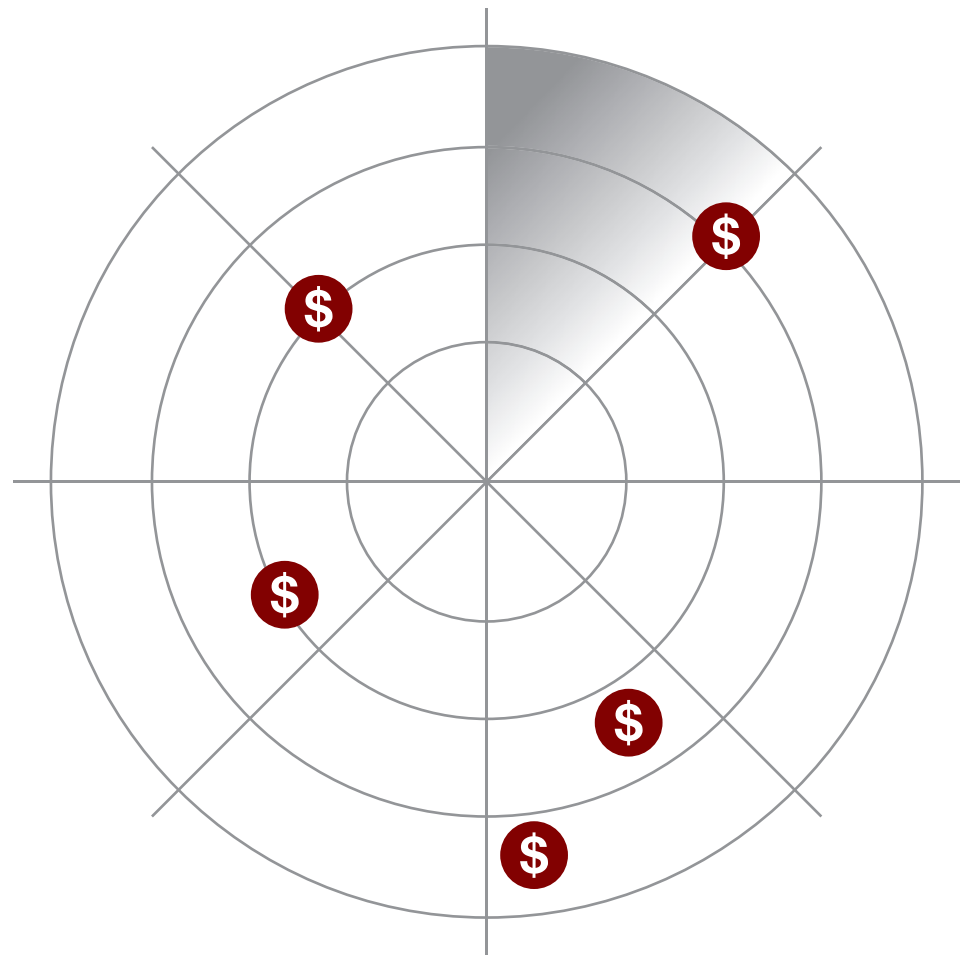
- **Increases coverage and pipeline** as reps get up to speed faster and build more relevant pitches
- **Shortens time to close** and increases close rates through improved competitive sell-against and a more efficient discovery process
- **Leads to larger and more strategic deals** when your solutions are framed in a “burning platform” customer context

# Your strategic weapon for revenue generation

Sales methodologies, while foundational, are only as good as the content that supports them.

We apply **front-line intelligence** about current buying dynamics to build sales strategies that help your reps **strike with precision** and accelerate revenue generation.

We simplify complicated ideas and selling motions, create situation-specific messaging, and frame up **targeted game plans** to address sales agendas in diverse and complex selling environments.



# Teach them how to catch better fish

Real sales enablement in a **dynamic marketplace** requires messaging and sales strategies that are specific to each situation your reps might encounter. Building a relevant pitch starts with a deep understanding of customer needs, wants, influences, and issues.

We build **selling strategies for each prospect type** based on the realities of the situation at this moment in time. And we support them with **specific and actionable scripts and tips** that help your reps quickly understand their best play in moments of opportunity.



Your solution is too  
**EXPENSIVE**



We're a better  
value because...



I like theirs  
**BETTER**



Unlike them, we  
uniquely help you...



It's too  
**RISKY**  
to change

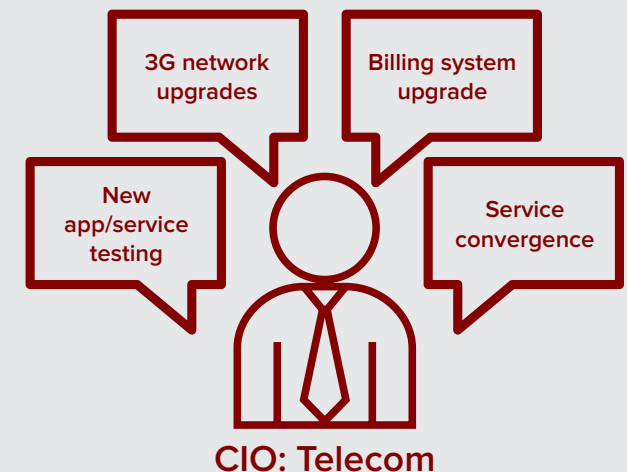


We give you a  
safer path by...

# Put your messaging in C-level context

Attention-challenged decision-makers have little patience for a “cut-and-paste” pitch. Buyers expect sellers to **know exactly what matters to them**. You have to connect your value proposition to relevant **customer criteria**, understanding your customer’s role and industry-specific concerns.

But being more meaningful to customers is meaningless if your message isn’t unique. We also build sales arguments that help your reps **quickly and powerfully differentiate** your solutions from those of your competitors.





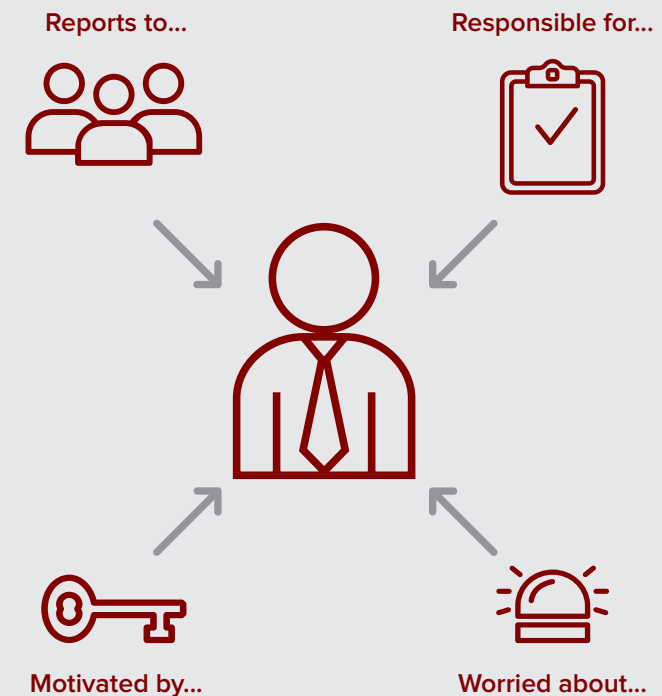
# Clone your best guy

To grow revenue in today's tough selling environment, you have to **enhance the in-the-moment strategic effectiveness** of your sales organization and do so quickly.

Capture what your very best salespeople already know and do, and **replicate those successful practices** across your organization.

We deliver sales strategies in an **engaging, easy-to-read** format that makes the most of a busy rep's time.

And we keep them updated with current insights from your dynamic market.



We develop contextual selling tools and content marketing programs that are considered best in class, with messaging that sharpens differentiation, playbooks that improve sales performance, and content marketing programs that deliver results. We help companies harness sales leader knowledge and apply rich insight about customer drivers and market realities in tools and programs that drive measurable change, often in less than 90 days.

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SALES STRATEGIES THAT WIN.  
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