

# Managing Decisions



A critical success factor in sales achievement is the ability to play the role of strategist. Salespeople who understand how clients make decisions and can manage supportive influence provide their organization with competitive advantage. Salespeople must be able to identify decision makers and key influencers and know how to use this knowledge to win sales.

The *Managing Decisions* module of the *Sales Advantage Series* helps high-performing salespeople learn how to interpret the decision dynamics for an opportunity to influence the decision in their favor. In this module, sales professionals learn how to manage key stakeholders in the decision process. They create an Influence Map, which summarizes stakeholders' perspectives about your organization and assesses each stakeholder's level of influence.

In *Managing Decisions*, salespeople are challenged to provide evidence that supports what they know about the client's decision maker(s) and process. They learn how to leverage the Influence Map to execute influence strategies and how to successfully navigate complex decision processes in customer organizations to win more business.

## The Influence Map

Highest	<b>Convert</b>	<b>Capitalize</b>
Influence	<b>Insulate</b>	<b>Promote</b>
Lowest		
	—	+
	<b>Disposition</b>	

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## Program Outcomes

*Managing Decisions* helps salespeople influence the customer's decision in your organization's favor by creating strategies that influence the decision-making process.

## Learning Approach

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, *Managing Decisions* includes components and activities that enhance Participant Readiness, Learning Transfer, and Organizational Alignment.

**Participant Readiness** prepares salespeople for the overall learning experience:

- Pre-workshop communication and online learning module

**Learning Transfer** design embeds practice and use of new skills. The learning is delivered as a:

- Half-day module that equips salespeople with strategies and tools to provide advantage to the selling organization; the module uses real accounts for practice and planning

**Organizational Alignment** ensures the organization supports the use of the new skills:

- Post-learning reinforcement activities for both the manager and salesperson

As a result of this integrated approach, the program becomes part of your organization's selling practices which benefits customers and increases productivity.

## Key Learning Topics

### The Challenge of Influencing Decisions

## Learning Activities

Participants get clarity on the module purpose—to understand and influence the decision in a way that is beneficial for them and their customer; participants participate in an activity that shows the importance of figuring out who is involved in the decision, including roles and levels of influence

### The Influence Map

Participants are introduced to the Influence Map and learn the difference between Influence and Disposition; participants define and explore the parameters of the Influence Map, and then look at the roles of decision team members for a specific opportunity

### Influence Strategies and Tactics

Participants explore specific influence strategies and how and when to use each, and then create tactics for executing each strategy

### Application

Participants apply what they are learning to their own sales opportunities throughout the module

## Continued

### Enabling Improved Performance

*Sales Advantage Series* modules feature application, reinforcement, and support tools. These tools ensure that salespeople can hone newly acquired skills and behaviors back on the job. Involving sales managers early and training them to coach for improved performance is also fundamental to successful implementation.

### Measurement

Organizations that implement the *Sales Advantage Series* also have access to Wilson Learning measurement and impact evaluation tools. The application session can serve as a leading indicator of behavior change and potential results. Account planning and coaching tools indicate and demonstrate progress with strategically important accounts.

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

## Additional Modules

The *Sales Advantage Series* modules introduce strategic approaches that equip your sales team to provide greater value to customers and compete more effectively for their business. The modules include:

- Aligning Sales with Business Value
- Conducting Strategic Business Calls: Discovering Critical Success Factors
- Aligning with Customer Buying Behaviors
- Creating Differentiated Offerings
- Managing Opportunities
- Managing Competition

**This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities and can be integrated with your sales process.**