

# Exceptional Strategy. Precise Execution.

## Mastering the Complex Sale

*How to Compete and Win When the Stakes are High*

*A two-day workshop to strengthen your sales performance*



Constant competitive movement and fluctuating threats create a turbulent and volatile marketplace. It takes highly-skilled professionals to protect their turf, aggressively win sales, and sustain valuable customer relationships.



Chicago

Houston

Newark

London

## **1 Eliminate risk and failure in complex sale negotiations.**

*"Even though we provide a highly technical and complex solution, we find our prospects, and even our most knowledgeable customers, are forcing us to compete as a commodity with severe pricing pressures and relentless negotiating."*

Let's face it, the more complex the situation becomes, the more people try to simplify things, and the simplest denominator is price. In negotiating, knowledge is power. Learn how to build a knowledge bridge from your customers' critical issues to the added values of your solution. You'll be able to negotiate with your customers on a financial level that will eliminate pricing pressures and close more sales.

## **2 Build powerful proposals that connect at the executive and operation levels.**

*"My convincing proposal won the first round of approvals, but I later found out that the executive buy-in never happened. This executive had criteria on the table that I never tapped into or knew existed."*

Engage the executives early in the decision process to establish the criteria which creates senior-level ownership. Build winning proposals that formulate a business case for the financial impact of your solution and connect the business drivers at all levels of influence and decision.

## **3 Qualify customers early, long before valuable time is wasted.**

*"Customers smile and say all the right things. Then when I try to close the sale, they pull the rug out from under me. I feel used and strung along. What really hurts is that I should have seen it coming."*

Your time is too valuable to waste on dead-end situations. Know how to determine a customer's intent. Discover a system to reach the decision-makers and influencers with the greatest source of power, right from the start. Learn to manage levels of influence in the committee. Differentiate between stalling tactics and legitimate concerns or delays. Master the art of resolving conflicting messages and expectations.

*"MCS deconstructs the mindset and decision tree of customers to take you out of the 'sales' role and put you firmly in the position of consultant."*

Manager, Managed Care Strategic Accounts,  
Genomic Health, Inc.



## **4 Differentiate yourself and your solution without giving away the store.**

*"I know I need to educate my customers before they buy, but when I give them the advice and information they ask for, they end up buying from my competitor."*

The more complex the problems you solve and the solutions you offer, the more guidance your customer will need. That's both good and bad news. The bad news is the risk of unpaid consulting; the good news is you have an exceptional opportunity to differentiate yourself through the diagnostic process. We will show you where the line is between required discovery and unpaid consulting. You will be able to get the information you need and set yourself apart without giving away unpaid consulting.

## **5 Gain the executive's respect and sponsorship. Build exceptional credibility.**

*"It was difficult connecting to the executive's critical business issues and I ended up getting pushed back down to the support level. I knew I had a powerful offer, yet I was met with indifference."*

Brilliant ideas and valuable products fall short if you can't immediately establish relevancy, credibility and connect to the executive's most pressing issues. Understand the three major objectives that drive executive decisions and how to build a compelling solution that connects your best capabilities to their business drivers.

## **6 Become the valued resource and the trusted advisor.**

*"I'm dealing with qualified prospects but they won't open up and give me the information I need to help them."*

In the minds of customers, salespeople are guilty until proven innocent. Discover the subtle behaviors that harm your credibility and keep you in the dark. Learn how to differentiate yourself from 90% of salespeople who reinforce negative stereotypes. Get your customers to feel safe and open up. You will learn how to establish trusting relationships that will give you an unrestricted flow of vital information.

### ***When was the last time:***

*Your sale got lost in the black hole of a client's decision process?*

*Your customers used your ideas and you ended up as the unpaid consultant?*

*A phantom decision-maker appeared out of nowhere and killed a sale?*

*Your competitor was in the executive suite and you weren't?*

*Everyone thought the sale was in the bag and then suddenly it was gone?*

*A mix-up in your organization cost you a sale, or worse, cost you a customer?*

*Someone on your team dropped the ball they didn't even know they had?*

*Your competitor won a major piece of business that you didn't know existed?*

**Register today and equip yourself to address these costly problems.**

# Valuable Processes and Skills for your Entire Team:

## VPs of Sales and Sales Managers

Replace outdated sales approaches that fall short in a highly competitive and evolving market.

## Channel Managers

Increase mind and market share by bringing a cohesive process to channel partners.

## High-Level Professionals

Develop and fine-tune strategy execution plans, ensuring long-term success in strategic relationships.

## Product Managers

Capitalize competitive strengths, create value and drive sales success.

## Engineers and Technical Specialists

Learn how and when to support or lead the sales process to increase and sustain customer success.

## Global and Strategic Account Managers

Bring internal and customer teams together with one process to create greater long-term leverage.

## Marketing and Business Development Managers

Execute complex go-to-market strategies with precision and relevance in an evolving market.

## Directors of Sales, Regional and Area Managers

Shorten sales cycles and increase forecast accuracy across your entire organization.

## People New to the Complex Sale

Gain the advantage right out of the gate. Accelerate success with an aggressive sales process.

*"Mastering the Complex Sale is a masterpiece! It is street-smart, research-backed and full of real-life practical advice on how to move all the chess pieces in the complex sale game. You'll walk away with not only the 'what' and the 'how' of the complex sale, but also discover how to build the mental stamina it takes to compete at the top."*

President and CEO, Protocare Sciences

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[www.primeresource.com](http://www.primeresource.com)

## 10 Key Benefits of This Program:

- 1 Gain access to multiple levels of power and influence
- 2 Establish credibility and trust as a valued business advisor
- 3 Get the inside and straight information with powerful diagnostic questions
- 4 Separate real business from resource drains
- 5 Prevent unpaid consulting and giving away your valuable expertise
- 6 Gain powerful insight into decision making and guide the decision process
- 7 Create a strong sense of urgency and dramatically shorten sales cycle time
- 8 Replace surprises and frustration with control and confidence
- 9 Build competitor-proof and sustainable customer relationships
- 10 Prevent commoditization and get paid for the value you create

*"Of tremendous value to the novice and expert alike."*

Associate Director of Network Operations,  
US Oncology Research, McKesson Specialty Health

## Customers who chose Mastering the Complex Sale and gained competitive advantage to win more sales:

Boeing	Georgia-Pacific	Dow Corning
Raytheon	3M	Stanley Black & Decker
Honeywell	Boston Scientific	Fives
Alliance Imaging	Parker Hannifin	Oracle
SNL Financial	Alcatel-Lucent	Graco
Pitney Bowes	Sterigenics	Rockwell Automation
Shell Global	Compressor Controls	NSK Global
HP	Wolf Robotics	Toshiba
Tyco	Lutron Electronics	BASF
Siemens	Petrofac	US Oncology
Roche Diagnostics	Dennen Steel	Compuware
Bank of America	Texas Instruments	IBM
American Express	Johnson Controls	Rockwell
Ernst & Young	ABB	Bechtel
Exxon Mobil	Covidien	Schneider Electric
Yokogawa	Bosch Rexroth	Genomic Health
McKesson	PerkinElmer	Combat Medical
Microsoft	Koch-Glitsch	Green Hills Software
United Technologies	National Instruments	Waters Corporation



## Jeff Thull President and CEO

Jeff Thull is a leading-edge strategist and valued advisor for executive teams of major companies worldwide. He has gained the reputation for being a thought leader in the area of sales and marketing strategies and relationship management for companies involved in complex sales.

Jeff is a compelling, entertaining and thought-provoking keynote speaker with a track record of over 3,500 keynotes and seminars delivered to corporations and professional associations. He is the author of four best-selling books focusing on the strategy, process and execution of complex sales, and his articles are published in hundreds of business and trade publications worldwide.

### **Advanced Diagnostic Business Development® Reinforcement Program**

Attend the Mastering the Complex Sale workshop and you will qualify for Prime Resource Group's new high performance and continuous improvement process designed for independent learning. This valuable reinforcement program has been delivered to our in-house clients for many years, and is now available to anyone who has attended at least two days of Prime's open workshops or in-house customized programs.

The exclusive virtual program includes a 12-month series of prerecorded webcasts with support materials, audio reinforcement and field application exercises.

This reinforcement program will expand your expertise in Mastering the Complex Sale. As a manager or as a sales professional, you will be able to win more business and with more profitable results.

### **Bring It On-Site: The advantages of a custom program, domestic or global.**

From strategic solutions to building the systems, skills and disciplines to manage complex sales, Prime Resource Group's customized business development programs assist our customers with optimizing and executing their go-to-market strategy.

Clients including Boston Scientific, Shell Global, Siemens, 3M, Microsoft, Georgia-Pacific, Raymond James, Yokogawa, Compressor Controls, Lloyd's Register, and Schneider Electric, as well as many fast-track start-up companies, have benefited from the business transformation and performance improvement programs designed and implemented by Prime Resource Group. Our focus is to help you and your organization acquire, expand and retain profitable, long-term customer relationships.

Call **+1-763-473-7529** or visit us at **[www.primeresource.com](http://www.primeresource.com)** for more information.

## Register Today!

Call +1-763-473-7529

Visit [www.primeresource.com](http://www.primeresource.com) or scan the code to the right



## 2019 Upcoming Seminars:

Chicago	Chicago Marriott O'Hare	March 13-14
Houston	Houston Marriott West Loop	April 10-11
London	London Marriott West India Quay	April 23-24
Newark	Newark Liberty Int'l Airport Marriott	May 15-16
Chicago	Chicago Marriott O'Hare	July 17-18
Chicago	Chicago Marriott O'Hare	October 16-17
Houston	Houston Marriott West Loop	December 11-12

## Pricing:

**First Enrollee:** \$1895    **2nd-5th:** \$1795 each    **6 or more:** \$1695 each (prices in USD)

London: First enrollee is \$1995, 2nd-5th are \$1895 ea, and 6+ are \$1795 ea (prices in USD)

Please call if you are interested in registering 8 or more individuals.

Participants also receive the audio book of *Exceptional Selling*, our "Top Ten Key Thoughts" audio, and an electronic engagement planner.

**Confirmation:** A confirmation will be emailed to you immediately upon receipt of your enrollment.

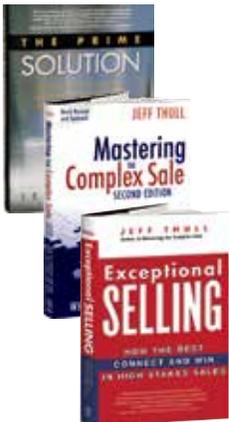
**Guarantee:** Money back guarantee if you are unsatisfied.

**Schedule:** Sessions begin promptly at 8:30 a.m. and end at 4:30 p.m. day one and end at 4:00 p.m. day two. Plan to check in at 8:00 a.m. on the first day. Breakfast and lunch are provided.

**Late Registration:** If space permits, enrollment can be made at the seminar. Credit card is required.

**Cancellations:** We offer a full refund if we receive your cancellation notice at least 14 days before the seminar. Within 14 days there is a late cancellation fee of \$250 for US programs and \$350 for international programs.

## Trilogy for Profitable Growth and Business Transformation



### Strategy – The Prime Solution

An integrated approach to close the "Value Gap."

The Executive's Guide to world-class performance and profitability.

### Process – Mastering the Complex Sale, Second Edition

Set yourself apart – become a Valued Resource.

Systems, skills and disciplines for winning high-stakes sales in a complex and evolving market.

### Execution – Exceptional Selling

From "First Calls" to the "C-Suite" plus everything in-between. A step-by-step guide to the most important conversations you can have.

Attend this two-day workshop and strengthen your sales performance.

# Mastering the Complex Sale

## How to Compete and Win When the Stakes are High

### Is this your situation?

- Many decision makers are involved
- Severe pricing pressures
- Fierce competition
- The stakes are high
- You are expected to bring in the sale

  
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*"I was uncertain whether I could afford the two days away from my office. I now know I couldn't possibly afford not to. Highly valuable, fresh approach."*

Manager of Business Development, Bechtel Software

**Chicago**

**Houston**

**Newark**

**London**