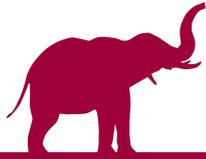


BevermannAcademy



With passion to success and RoE's!

**ELEPHANT
IN THE ROOM**

Ed.2 Sales Skills & Competences for reps & SE's *YES, for them!*



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It's 2 weeks to the end of Q1. Your forecast is 96% in commit and you got 3 strong upsides, one of which will suffice to get you over the top. Now the rep tells you, that the **second largest deal in your commit is lost** to the competition. No way to compensate - and this was not even an e-auction. All sounded so good. Or did it not? The rep has been on the account for years, sees the CIO on a regular base and he said the tech people supported your solution, also because your top presales guy convinced them in 3 workshops. Gee!

Q2 is here (you did Q1 with 79% achievement) and you go see the CIO to ask him why. Here is what you learn: your rep has constantly been **telling** the CIO about **your technology**, but **never asked nor understood, what the issues were**, they needed a solution for. Your presales guy presented all the details and answered all questions, but **did not understand requirements and underlying issues** either.

Your competitors did not do tech talk until very late in the process, asked questions all the time and digged deep into all aspects. Their tekkie added ideas, showed them where they waste money, found vulnerabilities in their current environment and built a tailor-made solution. Price-wise, no kidding, they were even more expensive than you.

All trainings you provided (did you?) for reps & SEs: all waste? Not necessarily. But it might be wise to revisit. **Showing genuine interest in the customer, building trust and solutions that bring real value**, ... Time to stop talking about it and to start **practicing and doing** it. An elephant to remove?

DO YOU SUSPECT  IN YOUR (BOARD) ROOM?
WE TRACK THEM DOWN. CALL +49-30-340 602 500!

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