



# **MIS – exercises**

## **Selling in today's environment**

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*Integrating People and Strategies*

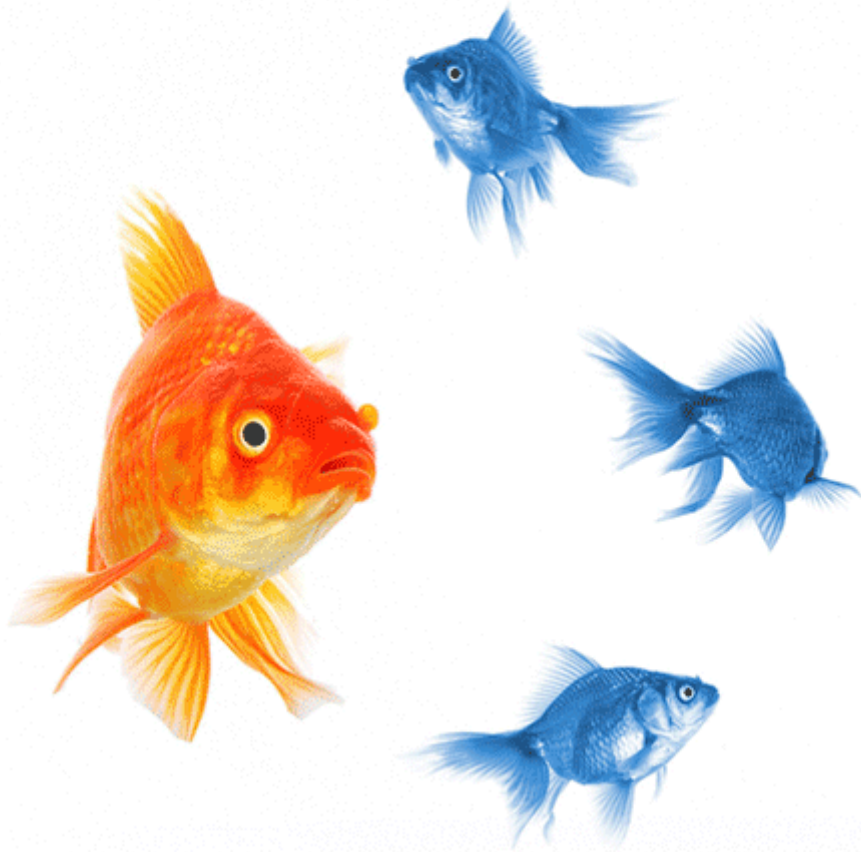
What is  
sales?

Why would a customer  
be interested in you &  
your company?

Identifying deals	
 <b>Territory management</b>	 <b>Customer Management</b>

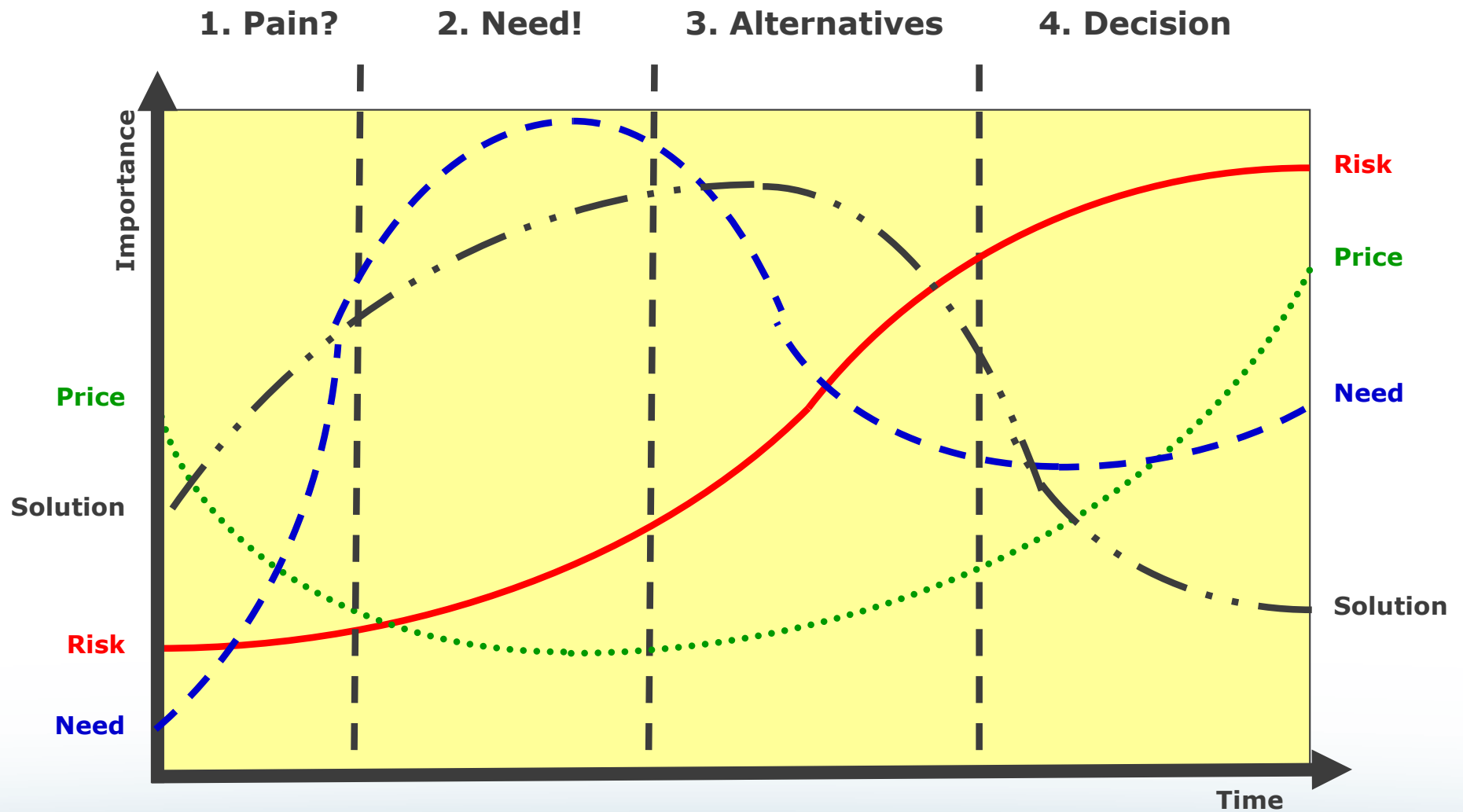
Winning deals	
 <b>Opportunity management</b>	 <b>Call management</b>

How do I get a  
prospect exited?



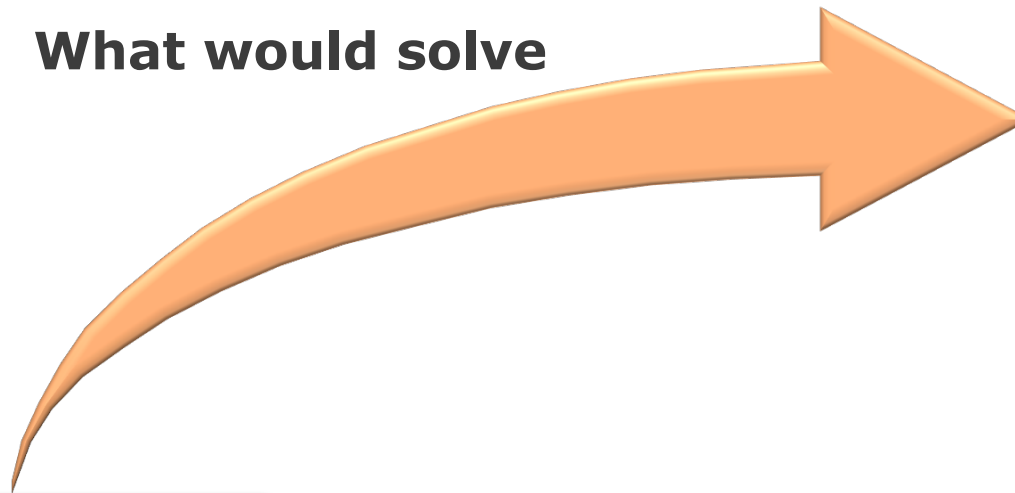
# **CUSTOMER KEY PLAYERS, ROLES, INTRESSES & TRUST**

# Customer interest – sales power



# Needs discovery & buying vision

What would solve





# FABV - MATRIX

	F	A	B	V
Key player 1 Value				
Key player 2 Value				
Key player 3 Value				
Key player 4 Value				

# Differentiating through sales

**From value  
communication to  
value creation**

# Sales challenge: Creating value requires skills

Customers value what **they say** and their own conclusions more than what **they are told**

Customers value what **they ask for** more than what is **freely offered**

# Cost as differentiation

$$\text{Value} = \text{Benefits} - \text{Cost}$$

Focus in *telling this*



Customer attention is drawn to **this**



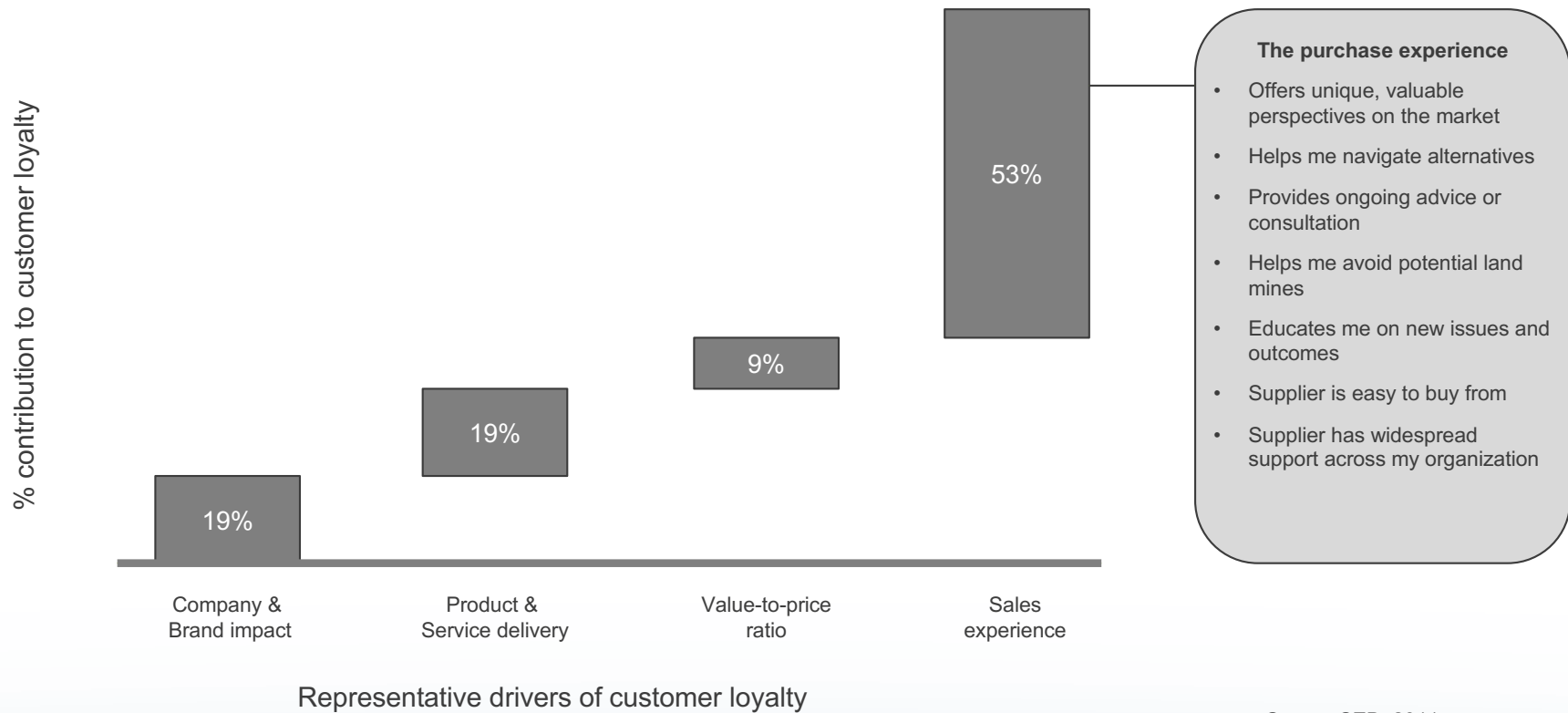
# Value as differentiation

$$\text{Value} = \text{Benefit} - \text{Cost}$$

When customer identifies  
**identifies insight in this**

Customer attention is drawn to **this**

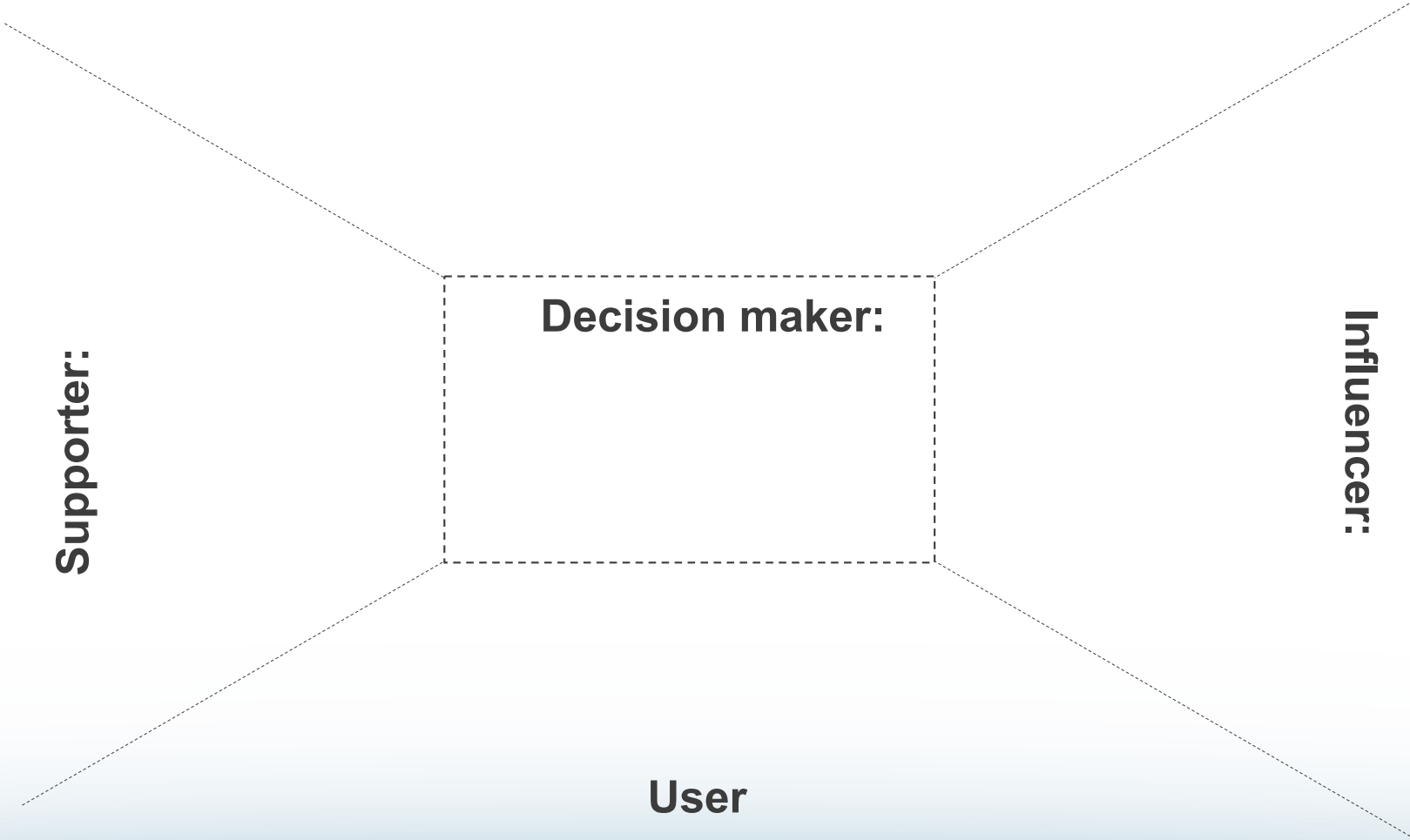
# It's not what you sell, it's how you sell



Source CEB, 2011

# Key player map

Approver:



# Defferentiation

