

## COURSE SYNOPSIS

# MODERNIZED B2B SELLING



## WHAT IS MODERNIZED BUSINESS-TO-BUSINESS (B2B) SELLING?

Modernized selling is a strategy and framework for sales professionals to create their own sales pipeline and efficiently manage complex opportunities. Pipeline creation is achieved with a strong personal brand that demonstrates insight and value for the target market; then leveraging technology and LinkedIn to create extended reach and connection. Opportunities are then qualified and managed efficiently and effectively with the RSVPselling™ framework which addresses the four key elements of winning:



1. Relationships with the right people
2. Strategy for managing politics and competition
3. Value creation as defined by the buyer
4. Aligning with the buying organization's evaluation, selection and procurement processes.

Both frameworks are proven and have delivered opportunities and hundreds of millions of dollars in revenue for B2B sellers.

## WHY SELECT THIS COURSE?

This course enables sales people to lead with insight and value in personally creating sales pipeline by improving their personal brand and strategies for connecting and engaging buyers. Participants also learn how to intuitively qualify and manage complex opportunities with pragmatic tools and methodologies to improve new business win rates. Personal leadership and 'positive differentiation through the way we sell' is a core principle of the course.

## COURSE OUTLINE

The course enables sellers to move away from traditional 'interrupt and push' approach to instead 'attract and engage' and includes elements of both the Strategic Enterprise Selling and Strategic Social Selling courses. The three key elements covered are:

1. Creating the right conversations by leading with insight and business-case value for the senior decision-maker.
2. Creating sales opportunity pipeline with a strong personal brand leveraging LinkedIn for targeted research, connection and engagement.
3. Managing the complex sale by mapping relationships and navigating organizational politics, creating the right competitive strategy, understanding and creating value as defined by the customer, and aligning with the buyer's selection and procurement processes to deliver forecast accuracy.

## COURSE CONTENT

### **Introduction**

Course objectives and defining modernized professional selling

### **Value Creation And Leading With Insight**

Understanding and creating genuine business value

Identifying, evidencing and leading to your unique value (workshop)

Questions that create progression and shape requirements (workshop)

Creating your executive value insight message that hooks interest (workshop)

### **Modernized Selling Leveraging LinkedIn**

Creating a strong personal brand to 'attract and engage' buyers

Content publishing to evidence insight and set the agenda on value

Trigger events for proactive pipeline creation and social listening tools

### **Strategic Selling**

Mapping the power base and buying center

Profiling individual decision makers

Competitive engagement strategies

Managing complexity with the RSVPselling™ framework

Opportunity qualification tool (workshop)

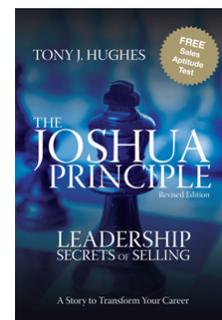
Process and timing alignment through close plans (workshop)

**Note:** This course is blended from elements within the Strategic Enterprise Selling, Strategic Social Selling and COMBO Prospecting courses.

## PRE-LEARNING AND PREPARATION

A base level of competence is assumed for relationship selling and questioning skills with attendees having a minimum five years professional selling experience. The following course preparation is essential for participants to enable them to focus on hands-on activities during the course to implement strategies:

- Connect to Tony in LinkedIn <https://www.linkedin.com/in/hughestony> and follow <https://www.linkedin.com/in/hughestony/detail/recent-activity/posts/>
- Reading – blog post article: <https://www.linkedin.com/pulse/creating-awesome-linkedin-profile-tony-j-hughes/>
- Create free social media accounts and pages in LinkedIn, Google+ and Twitter
- Create a Buffer account, free or paid subscription ([www.buffer.com](http://www.buffer.com)) and connect your Buffer account to the above social accounts. Then install the web browser plug-in for uploading content
- Create a range of ‘friendly business casual’ photos that are tightly cropped for head and shoulders, in focus and well lit. Upload the best to your social media accounts
- Arrive ready to deliver an executive ‘pitch’ (30 seconds and without slides) to a potential c-level buyer who is an unqualified prospect and with the aim of securing a forty-minute meeting
- Read the book: The Joshua Principle – Leadership Secrets of Selling.



## LEARNING OUTCOMES AND DELIVERABLES

The course is designed to equip participants to:

- Lead with insight, focus on customer value, and modernize the way they network and engage using technologies and social platforms to strategically develop business and sales pipeline

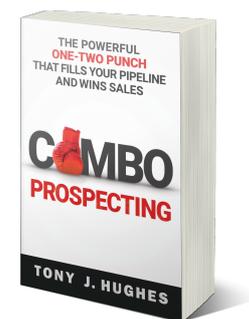
- Transform their personal brand to attract buyers through professionalism, network effects & demonstrable insights
- Understand how to leverage technology for efficiency and extended reach
- Strategically connect and engage leveraging LinkedIn to build sales pipeline and drive revenue
- Create stronger competitive differentiation with a focus on customer value
- Think and act more strategically and improve new business win rates
- Influence and communicate more effectively, and execute with greater self-management and personal leadership.

The course will produce the following individual tools for participants:

- A personal 'social selling' strategy to attract and engage clients
- Unique value identification sheets with linkage to customer business benefits
- Questioning toolkit tailored to create differentiation with specific buyer roles
- Executive business value messaging (pitch) with questions to take control
- Buyer profiler for summarising buyer role, agenda, personality type, etc.
- Tailored Opportunity Qualification Tool with action tracking
- Customized Close Planner for creating alignment and forecast accuracy

## SUSTAINING CHANGE

The ideal post-course activity to sustain change and elevated engagement is for participants to read the book, COMBO Prospecting, and remain accountable to management and peers for consistent effective pipeline creation activity and strategic opportunity management.



## DELIVERY OPTIONS

The course can be delivered over two days or in four separate half-day sessions. For an overview of the principles plus testimonials and further information about the concepts, visit website [www.RSVPselling.com](http://www.RSVPselling.com).

## ABOUT THE COURSE CREATOR

Tony Hughes has thirty years of corporate and sales leadership experience with record-breaking personal and team sales results. He has a positive track record, and international experience, as a winning CEO and Sales Director creating outstanding team culture and profitable growth.



Tony is also a bestselling author and the most read person in LinkedIn on the topic of B2B selling. He has more than 500,000 followers of his blogs and his most recent book, COMBO Prospecting, is published by the American Management Association (HarperCollins). Tony's first book, The Joshua Principle – Leadership Secrets of Selling, is a business best seller and in its 9th printing. Top Sales Magazine ranks Tony as the most influential person in Asia-Pacific for professional selling and he was subsequently invited to be a regular columnist for Top Sales Magazine.

Tony's unique strategic sales methodology, RSVPselling™, has delivered hundreds of millions in sales and his framework for modernizing the way people sell with social media provides a way for sales people to personally create sales pipeline. Tony teaches 'modernized selling' within the MBA program at the University of Technology, Sydney and sits on a number of boards. He speaks at conferences internationally and his consulting clients include globally known brands such as Salesforce, Flight Centre Travel Group, Red Hat, and many others.



**#1 Sales Blogger Worldwide 2017 - Top Sales World Magazine**  
**#1 Sales Blogger Globally 2017 - Best Sales Blogger Awards**  
**#3 Global B2B Sales Expert & Thought Leader 2018 - LinkedIn**

Speaker and author website: [www.TonyHughes.com.au](http://www.TonyHughes.com.au)  
Sales methodology website: [www.RSVPselling.com](http://www.RSVPselling.com)  
LinkedIn blog: [www.linkedin.com/today/posts/hughestony](http://www.linkedin.com/today/posts/hughestony)  
@TonyHughesAU and @RSVPselling

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For additional information:

- LinkedIn profile: <https://www.linkedin.com/in/hughestony/>
- Speaker website: <https://www.tonyhughes.com.au/>
- Sales methodology website: <https://www.rsvpselling.com/>