

PITCH Selling Overview



PITCH Selling

How Can Salespeople Use a Consultative Approach, Focused On Meeting Customer Needs, when They Only Have Limited Interactions With Their Customers?

Carrying out a sales conversation that demonstrates true value needs subtlety and thought. Can this really be achieved when time is short? It can.

The PITCH programme uses research into shorter cycle selling environments (three interactions or fewer) to enable sellers to use a consultative, customer based approach even when their interaction time is limited.

PITCH improves conversion rates, revenue per sale (through add-ons and up-selling), and customer satisfaction.

We Help You to Address Issues like These:

- “To continue to grow as a business, we need our internal sales teams to become order makers – not just order takers”
- “Our sellers have become incredibly reactive – they wait for the customer to tell them what they want – there is no exploration of additional needs or the reasons behind the request”
- “Previous training programmes focusing on asking more questions just haven’t been effective. Our people need more than basic ‘ask open questions’ training, even on the shortest calls”
- “Our sellers just push the technical specifications of our products, without explaining how they differ from our competitor’s products”
- “The proactive sales teams need to improve their skills at keeping prospects on the telephone – some are too pushy and some are not pushy enough!”

By delivering a set of essential skills that enable sellers to use a consultative approach with customers, whereby needs are uncovered and aligned with products and solutions that are effectively differentiated against those of the competition. We use tools to plan effective sales calls and to measure behaviour against researched best practice. Sellers improve over the course of the programme and develop their performance once back in their roles.

This will give you;

- improvements in conversion rates, delivering:
 - increases in new business acquisition
 - decreases in the length of sales cycles
 - improvements in revenue.
- increases in the value of sales achieved, delivering:
 - lower cost of sale
 - higher profit.

Programme Overview

The PITCH Selling programme is appropriate for anyone involved in the sale of products or services where one to three interactions are needed to secure a sale and buying decisions are made by one or two decision makers. It will suit face-to-face and telephone based sellers, operating in either business to business or business to consumer sales environments, if they need a consultative sales approach that differentiates products and services against the competition, based on the customer’s needs.

Objectives

By the end of the programme, each delegate will have improved their ability to;

- identify where their customers are in their decision process, and adapt their approach accordingly
- understand what motivates – and prevents – customers from making buying decisions
- use appropriate questions to identify customer needs
- identify the key differentiators for their products and solutions
- describe solutions persuasively
- structure their conversations effectively and adapt that structure appropriately
- plan and prioritise sales approaches
- carry out effective opening statements on prospecting calls
- increase the value of the sale, to generate additional revenue and profit.



If we want to justify a price premium, we really need to understand our customers' needs, to show that we can meet their requirements. Building relationships has been the basis of our success, our new questioning techniques are putting our customers and their requirements at the heart of the relationship from the very first meeting.

Oxford Innovation



Content

- Why customers buy – the stages of making a purchasing decision
- Competitive differentiation
- The PITCH model:
 - Presenting yourself: Prioritising prospects, effective call planning and persuasive outbound opening statements
 - Investigating needs: Clever questioning to uncover needs and buying criteria that align with differentiators
 - Tempting customers: Persuasive descriptions of how products / services meet customer needs
 - Commitment gaining: Attaining high levels of commitment, reducing and handling objections
 - Handing over: Positive call conclusion and next steps
- Growing the sale through add-ons and up-selling.

Methodology and practical issues

The programme comprises input, exercises, discussions, roleplays and real world application. Delegates work in small groups and pairs to practise applying PITCH behaviours to their own real world sales situations, and analyse their own skills against the PITCH behavioural framework. It is usually delivered by one Huthwaite consultant for a maximum of twelve delegates.

The first day of the PITCH programme covers the core skills and behaviours effective in consultative selling regardless of the sales environment in which sellers operate.

The focus of the second day of the programme varies depending on the needs of the group and their real case scenarios. It can cover both Winning new business and Growing the sale.

Winning new business

Where prospects are targeted on a proactive basis, through for example, outbound telephone campaigns and early enquiry follow-ups, or where prospects enquire to the sales team but are still at an early stage of exploring the market. It includes persuasive opening statements, handling initial objections and establishing the case for a customer to consider change.

Growing the sale

Where prospects or existing customers are later in their decision making process, with a clearer understanding of their own needs and potential suppliers. Includes a focus on growing the value of the sale through identifying needs for add-ons and up-sells, persuasively describing solutions that are differentiated from the competition, and handling objections and concerns.

Customisation options

To maximise your return on investment, we can incorporate the following activities into a PITCH project:

- Pre-programme consultation to create customised roleplays and exercises
- Pre and post programme measurement of skills against the PITCH behavioural framework; to provide data for benchmarking and on-going development
- Training of PITCH coaches to support the continued development of sellers
- Analysis of the impact of PITCH on skills, confidence and results
- Multi-lingual roll-out.

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