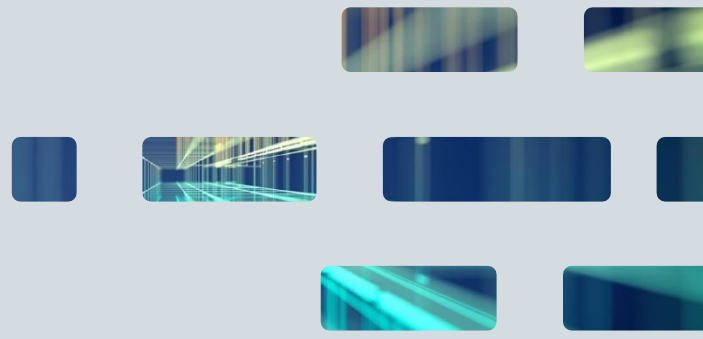


Digital Transformation Sales Acceleration[®]



Technology moves at a breakneck pace, constantly challenging customers with marrying rapid adoption to business stability. This rate of change strains sales teams' ability to keep up and stay relevant. Digital Transformation Sales Acceleration[®] (DTSA) is an outcome based technical selling course aimed to train sales teams how to absorb new concepts and technology rapidly, and continuously rather than to teach them a specific static sales motion.



Digital Transformation Sales Acceleration[®]

The goal of this course is to train technical sales teams how to absorb new concepts and technology rapidly and continuously. Specifically, this course focuses on helping identify customer technology challenges, design solutions to meet those challenges, expand deals, and ultimately create value for customers while closing quota faster.

This course is based on proven methodology incorporating time-tested sales methodologies, backed by behavioral science, with techniques designed specifically for a transforming technology landscape.

This is not a generic sales course designed to teach you to sell anything. Instead, it focuses on driving advanced technology sales in a complex world of digital transformation. Teams learn how to focus sales on business-level transformation initiatives, drive a vision with the customer, avoid competitive pitfalls, and close larger deals faster.

What's the Outcome?

Technical sellers and engineers complete the program with an understanding of current transformation initiatives and an understanding how to track and absorb new initiatives as they emerge. Teams learn how to focus sales on business level transformation initiatives, drive a vision with the customer, avoid competitive pitfalls, and close larger deals faster.

Prerequisites

It's recommended that learners have 1-2 years of experience in technology sales or sales engineering roles.

Target Audience

- Existing or aspiring Account Executives & Account Managers
- Technical Sellers: Sales Engineer, Consulting Sales Engineer, Technical Architect, Solutions Architect, etc.
- Sales and Sales Engineering Leadership

Topics Covered

- **Setting the Stage:** Understanding customer buying behavior based upon leading edge research into how customers purchase technology.
- **Foundation of a Transformational Sale:** Mastery of skills that provide a platform from which to sell to or through to the C-suite.
- **Core Concepts:** Higher level skills such as utilizing appropriate use cases and understanding how to apply them to specific business challenges.
- **Technology Visions:** Pitch and pitch-back exercises focused on 3-5 selected 'technology visions' such as Intent-Based Architecture, Multi-Cloud, or Agile Security.
- **Buyer Profiles:** Understanding modern buyer types, buying behavior, and underlying drivers of common profiles.
- **Opportunity Planning Workshop:** Utilizing our simple opportunity planning worksheet, we work with your team to map up to 3 existing customer opportunities to the methodology.

Why Continuum?

Continuum is a vendor-independent business and technology consulting firm. Our team consists of proven industry experts delivering services that range from training to architectural consulting and design. We bridge the gap between business and technology, providing solutions that positively impact the bottom line and drive the mission for our customers.

Ready for answers? Contact us at info@transformationCONTINUUM.com and start your transformation today.

DTSA[®]: Outcome Based Technical Selling



Provided sessions are applicable to any technical selling environment. They may be employed during conversations on multiple technology and solution types. In the current era of security-based development and operations, selling a secure edge starts at the desired business outcomes.

2 Remote Sessions • 3 Hours Each • Student Workbook • Continuum Opportunity Planning Worksheet

Session I:

- Outcome Selling Methodology
- Understanding CIO Initiatives
- Mapping Customer Teams to CIO Initiatives
- Applying C-Suite Thinking to customer teams
- Business Objective Workshop: Understanding the Business to Design Solutions
- Mapping Solution and Products to Business Outcomes
- Stakeholder Alignment
- Customer Profiles and Engagement
- Shifting from Box Sales to Outcome Sales
- Understanding the Role of Software Licensing and Enterprise Agreements (EA)
- Understanding Common Transformation Initiatives
- Pitching Without Pitching: Transformation Consulting
- framework examples
- Elegant Objection Handling Techniques

Session II:

- IDEAS Method: Identify, Design, Evangelize, Adjust, School
- Building Differentiated Architecture
- Understanding Detail Depth Levels
- Architecture Workshop: Design, Evangelize, Adapt
- Applying Technology to the Business
- Positioning EAs for Agility and Enhanced Value
- Adapting Use Cases
- Knowing Your Depth and Engaging Your Team
- Cloud and SaaS Customer Experience and Adoption Requirements
- Driving Customer Adoption to Boost Cloud SaaS
- Sales Growth
- Architecture Workshop: Choose and Adapt

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