

Sales Navigator +lus® (SNaP)

The comprehensive sales force skills development and sales deal pursuit software that teaches you to become a more effective seller as you use it to win business

The Challenge

Successful sales professionals require ongoing sales training to maintain & improve their selling skills, become more effective sellers, and remain competitive. However, shrinking budgets do not allow for such training to be provided on a consistent basis. The result: many sales professionals stagnate and, over time, become less effective at winning business. The question: How do organizations provide this crucial training to their sellers when they cannot afford to do so?



The Ideal Model	The Solution	Modular and Unique
Usage-Based Training & Learning. Receive sales training & development that enable you to improve your selling effectiveness as you do your day-to-day job.	Sales Navigator Plus® (SNaP) is the usage-based teaching & development tool that helps sales professionals of all experience levels become more effective sellers as they use the tool to win and close business. And they can do it at their own pace at any time they'd like for as long as they'd like!	SNaP is the most comprehensive sales deal pursuit tool in the world, helping sales professionals become more effective at winning deals – and learning how to win deals – through executing the following selling motions (modules): <ul style="list-style-type: none"> • Pre-Call Planning & Preparation • In-Meeting Effectiveness Planning • Post-Meeting Review & Analysis • Developing the Value Statement for Your Offering • Building the Business Case for your proposal • Sales Coaching and Development Planning for Improvement

Sales Navigator Plus® is a modular tool, giving users the ability to use as few or as many of these modules as they determine necessary to help them pursue, win, and close a deal. Only interested in **prepping** for a meeting? Then simply complete the “Pre-Call Planning” module. Interested in **optimizing your in-meeting effectiveness** and **building the business case** for your solution? Then complete the “In-Meeting Effectiveness” and “Building the Business Case” modules. Interested in **improving your financial selling skills**? Then complete the “Building the Business Case” module which contains the “cost-benefit analysis” component.



SNaP: A Modular, Comprehensive Sales Effectiveness, Training, and Development Tool

SNaP Module	Description of the Module	Module Content
Maximize Meeting Productivity & Effectiveness	<p>Pre-Call Planning</p> <p>The most important things that you can do toward closing a deal take place outside of the customer's office; they take place in the pre-call planning, pre-meeting preparation, and post-call review stages of the sale.</p>	<ul style="list-style-type: none"> ▪ Sales follow-up and follow through ▪ Validating your decisions and assumptions ▪ Articulating the customer's business objective(s) ▪ Articulating the customer's current situation and requirements ▪ Defining yours/your customer's sales goals and objectives ▪ Developing a strategy to accomplish the goals and objectives ▪ Aligning your/your customer's objectives ▪ Ensuring your proposition will achieve the customer's objective(s)
	<p>In-Meeting Effectiveness</p> <p>In conjunction with the Pre-Call Planning module, this module of SNaP helps sales professionals ensure that they are as prepared as possible to engage in a productive, effective sales meeting that moves the sales process forward to close.</p>	<ul style="list-style-type: none"> ▪ Negotiation Preparation ▪ Qualify the Customer ▪ Qualify the appropriateness of your offering ▪ Objection-handling ▪ Questioning ▪ Competitive differentiation ▪ Closing
	<p>Post-Meeting Review</p> <p>Sales professionals who neglect to debrief, review, and/or conduct a post-mortem after a customer engagement or sales meeting is missing an opportunity to speed the time-to-close.</p>	<ul style="list-style-type: none"> ▪ Determining the "success" or "failure" of a meeting from both the seller's and customer's perspectives ▪ Understanding the reasons for an unsuccessful meeting ▪ Define resolution actions to increase the odds of a successful follow-up ▪ Meeting follow up and follow through ▪ Define a plan to achieve future success
Incorporate Advanced Selling Routines	<p>Developing the Value Statement</p> <p>A Value Statement is an articulation of how your product, service, or solution will be significant to the buyer and/or his/her company. It answers the "So What?" for why the buyer should be interested in doing business with you. No other sales tool in the world helps the seller create a value statement.</p>	<ul style="list-style-type: none"> ▪ Define, craft, and articulate the value of your offering to vertical industries, companies, and job functions ▪ Understand industry, company, and functional executives' challenges ▪ Map how your offering will address the challenges ▪ Define the benefits that result from addressing the challenges ▪ Define the "value" your offering provides – the "So What?" ▪ Use this to help win and close business
	<p>Building the Business Case</p> <p>The Business Case is a management proposition for determining which among many initiatives to invest in. The Business Case development process ensures that the seller has considered every major decision criteria that buyers use when considering major purchases.</p>	<ul style="list-style-type: none"> ▪ Define the Project Purpose ▪ Identify the Expected Changes your offering will dictate ▪ Risk Assessment ▪ Total Cost of Ownership analysis ▪ Benchmark the Current State ▪ Cost-benefit analysis (NPV, ROI, IRR, Payback Period) ▪ Project Timeline ▪ Results Validation
Learn & Grow from the Meeting Experience	<p>Sales Coaching and Development Planning</p> <p>A reality with sales management is that the majority of sales managers neglect to use the customer sales meeting experience as an impetus for evaluating the seller, providing coaching, and developing an actionable, trackable development plan.</p>	<ul style="list-style-type: none"> ▪ Post-meeting sales coaching ▪ Define and articulate the sales learnings from the customer meeting ▪ Define sales development opportunities based on the meeting ▪ Develop a sales development plan based on the improvement opportunities uncovered during the meeting ▪ Progress monitoring and tracking