



# Retail Solution Selling E-learning Suite

## Background

Unless you sell a commodity product, solution selling is usually a much better sales process than product based selling. One big advantage is that solution selling allows you to create demand and another is that you can more easily get to the line of business people.

Martec designed this program to equip technology companies to deploy solution selling more successfully. Originally developed as an instructor-led program, it was re-developed in e-learning and has been continuously improved since then.



Why do this as an e-learning class? For several reasons:

- An individual can be trained when they join the company rather than when there are enough new hires to support an instructor-led class.
- It's cost effective to train one person at a time.
- Account managers do not need to take time away from selling to study the program. They can work it around their customer commitments.
- There are companion classes to teach a comprehensive understanding of retailing and how to use that retail knowledge to practice solution selling more effectively. These collectively help account managers be more successful.
- There are no associated travel and lodging expenses.
- Account managers can re-visit the content to help them in specific situations as need arises.

## Target Audience

- Sales VPs and Directors especially those new to retail
- Account managers and sales executives
- Pre-sales and post-sales support consultants who may be involved in sales opportunities
- Business development executives
- Marketing specialists who need to generate sales collateral and sales tools to support account managers in the field.



## Objectives of the Suite

The objectives for the different classes in the Retail Solution Selling suite are to equip you to:

1. Target Account Research and Analysis
  - Utilize knowledge gained from store visits to help in understanding a retailer's needs and issues
  - Find and interpret current financial and strategy data for a retailer
  - Select appropriate peer retailers for comparisons with your target account
  - Combine several disparate sources of data into a cohesive understanding of your target account
2. Solution Chains
  - Explain the concept of solution chains
  - Identify the four things that improve profitability for retailers
  - Understand how to relate your solutions to:
    - Improving customer service
    - Increasing sales
    - Increasing gross margins
    - Reducing expenses
    - Reducing shrink
    - Improving inventory turns
3. Solution Selling Vs Product Selling
  - Define product and solution selling
  - Outline the advantages and disadvantages of each type of selling
  - Identify the different types of technology buyers and how to sell to them most successfully
  - Explain the steps necessary to carry out solution selling successfully
4. Developing the Sales Plan
  - Identify the right executives / stakeholders for your solution and engage them effectively
  - Describe the reasons why retailers want to see vendors and what you can bring of value to them
  - Explain the concept of layered selling
  - Describe different ways to get access to the stakeholders in the account
  - Formulate initial contact strategies to get access to the relevant stakeholders
  - Explain the Capex decision making process
5. Building the business case and ROI
  - Describe techniques for building the business case for a proposed investment
  - Apply those techniques to quantify the business benefits and the costs
  - Determine the return on investment achievable with the project
  - Describe the factors that you need to take into account when building a business case



## Course Overview

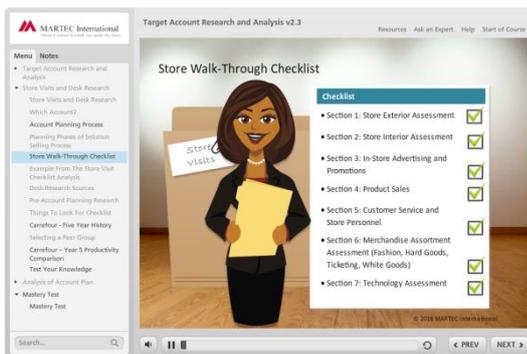
Retail Solution Selling is a self-paced web-based training program. All a student needs to run the suite is access to a PC and a web browser. The suite is hosted on the Retail Development Academy's Learning Management System and offered at a one-time fee of \$360 (£288 and €331) per student. Upon payment, an account number and password are issued, which are valid for 1 year. The program takes around 6 hours to study. Within the purchased period, students can re-visit the material as often as they wish. Each module can be purchased separately at a cost ranging from \$45 to \$77 per student (depending on module) for 1 year's access. Individual modules take about 1 hour each to study.

Companies may also purchase a corporate licence which provides unlimited access within the company's own organisation. Prices are available on request.

## Program Contents

### 1. Target Account Research and Analysis

- Account planning process
- Planning phases of solution selling process
- Store walk-through checklist
- Desk research sources
- Pre-account planning research
- Things to look for check list
- Financial analysis case study
- Selecting a peer group
- Productivity comparison case study
- Analysis of desk research and other knowledge
- Current issues in the account
- Account planning process
- The account plan
- Your company's issues, factors and barriers to success
- SWOT analysis of the account
- SWOT analysis case study
- Business goals and critical success factors for the account
- Example business goals and critical success factors
- Possible opportunities
- An important observation
- Executive interview check lists
- Some key questions to ask
- Targeted question guide
- Summary
- Mastery test



### 2. Solution Chains

- Industry profitability drivers
- Solution chain example
- Improving customer service example
- Solution chain process
- Business objective – increase sales
- Business objective – increase gross margins
- Business objective – reduce expenses
- Business objective – reduce shrink
- Business objective – improve inventory turns
- Summary
- Mastery test



### 3. Solution Selling vs Product Selling

- Why solution selling is becoming more important
- Definition of solution selling
- Traditional selling comparison
- Pros and cons of traditional selling
- Retailers attitudes towards buying technology
- Skills required for solution selling
- Matching the right selling technique to the account situation
- Mastery test



#### 4. Developing the Sales Plan

- Who to engage
- Relating business objectives to sales opportunities
- Customer service example
- Your company's goals for the account
- Layered selling
- Mapping to their structure
- Capital expenditure decision making process
- Why people see you / your company
- What you bring of value
- What to say in your initial contact
  - Example approach
- VITO letter / email checklist
- Initial communication
  - Example communications
- Summary
- Mastery test

#### 5. Building the Business Case and ROI

- Developing the business case process
- State the "before" scenario
- Identify the benefits and costs
- Modelling the sales benefits
- Modelling the gross margin improvements
- Modelling the impact on stock and expenses
- Solution costs
- Phase the benefits
- Show the net effect
- Sensitivity analysis
- How to ensure benefits are achieved
- Mastery test

## Testing

At the end of each section there is a test of the participant's knowledge. Test scores are recorded in the Learning Management System and are available to management to review achievement. Certificates are awarded based on satisfactory pass marks.

## Job Aids

Various classes also have downloadable performance support job aids and checklists to assist students after the class.

## Martec International

Martec International is a leading consulting and training firm specializing in the retail industry. Its client base includes retailers from around the globe, technology suppliers to retail and manufacturers of consumer packaged goods and consumer durables. Martec's professional staff are all former retailers with at least 10 years retail experience and have held at least one management position in a significant retailer. Martec's training portfolio includes instructor-led classes, e-learning programs and blended learning solutions.

## More Information

For more information contact details are below or visit the web site at [www.retaildevelopmentacademy.com](http://www.retaildevelopmentacademy.com):

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