NCSC Gartner Training Series: Ace Your Roleplay

Gartner sales process at a high level

Step one
Introduce & Understand

Step two
Align & Demonstrate Capabilities

Step three
Close & Send Proposal

Step Four
Kick Off with the Delivery Team

- A Gartner sales cycle takes place over multiple conversations and can last anywhere from a few weeks to a few months. As a competitor in the National Collegiate Sales Competition, you must cover all four parts of the sales process in one 20-minute role play. Leverage the rest of this training to learn best practices for acing your Gartner role play.

1 Introduce and understand

What type of **rapport** should you use?

E.g., professional (business-related, recent news about company) or personal (LinkedIn information, casual conversation)

During **needs identification,** you want to establish:

- Overall company goal (corporate objective)
- Prospect's number 1goal (mission-critical priority)
- Key initiatives to accomplish the mission-critical priorities
- Value
- Timelines and milestones
- Challenges
- Team members and urgency
- Power
- Next steps

What **questions** should you ask to uncover this information?

Approach

Effectively gain attention and build rapport

- Professional introduction
- Salesperson gains prospect's attention
- Effectively builds rapport
- Smooth transition into needs identification

Needs Identification

Obtain a clear understanding of the customer's situation

- Uncover the decision process (decision criteria, people involved in the decision process).
- Effectively determine relevant facts about the company and/or buyer.
- Effectively uncover the needs of the buyer (discovered current problems, goals, etc.).
- Ask questions that bring the buyers' attention to what happens to the company or the buyer when problems continue (helped convert implied to explicit needs).
- Gain precommitment to consider the product/service and then smoothly transition to the presentation.

Gartner

2 Align and demonstrate capabilities

During the product demonstration, make sure what you show the prospect is aligned to their needs that you uncovered earlier. Ask yourself, what do they really care about?

Demonstrating a service is difficult, there is nothing tangible. How can you help the buyer experience Gartner for Sales Leaders without physically using it?

Don't forget the 4-step objection handling framework:

1. Acknowledge and clarify
2. Isolate the objection
3. Handle the objection
4. Confirm and continue

Product/Service Presentation

Persuasively match product benefits to meet buyer needs

- Present benefits based upon the needs of the buyer, instead of only features.
- Give a logical, convincing presentation (display a strategy to communicate and persuade; clearly understand the needs and "hot buttons" of the prospect and concentrate on them).
- Use appropriate/professional visual aids.
- Effectively demonstrate the product/service.
- Effectively close the trial (follow-up to determine where the buyer is in their decision process).

Overcoming Objections

Eliminate concerns per the customer's satisfaction

- Initially gain better understanding or allow the buyer to clarify their objections.
- Effectively answer objections.
- Confirms the objections are no longer a concern for the buyer.

3 Close and send proposal

Close

Take initiative to understand where you stand with your buyer now and in the future.

- Persuasively present a reason to buy.
- Ask for business of appropriate commitment from buyer, given the nature of that sales call.

Be prepared for negotiations.

With Gartner for Sales Leaders, you can customize the product package.

Don't forget, you are being judged on your professionalism.

Active listening is the most critical skill!