

LTEN 2024 - Learning Lab Presentation

Session Title:

Challenging Assumptions: Evaluating Sales Reps' Understanding of Key Stakeholders

Session Summary

Most sales reps will tell you they know the key stakeholders in their accounts and who supports them. But who challenges their understanding? This session will expose the common assumptions sales reps often make when engaging with stakeholders.

Full Description

Let's face it, most experienced salespeople get to know their customers quickly. They know who's important and who's not. They know who likes them or prefers the competition. But who is challenging the potential assumption and critical thinking of the salesperson? Ignite Selling's recent research proves that 80% of salespeople miss at least three key stakeholders involved in the buying process. The customer buying process has become more complex and Gartner research shows that in a complex medical device sale, there could be over ten stakeholders, yet the average sales rep is only meeting with six. During this workshop one of Ignite Selling's medical device customers will introduce the Influencer Snapshot tool in a gamified learning experience. This fun interactive session will expose the common assumptions often made by salespeople and provide some ideas on what Sales Training Professionals can do to help.

Three Learning Objectives

1. Identify the key influencers in the account and think about any influencers your competition may be speaking to that you're not
2. Validate the level of influence and advocacy each influencer has in this decision
3. Learn how to leverage your advocates to neutralize your adversaries