



Solution Selling[®] Learning Suite
Course Catalog

4720 Piedmont Row Drive, Suite 400. Charlotte, NC. 28210
+1-704-227-6500 | esales@spisales.com | www.solutionselling.com | www.spisales.com

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I. Solution Selling Learning Suite

The Solution Selling Learning Suite is an architected series of courses based on a core buyer-aligned sales process and three key methodologies – planning, execution, and management – and supporting skills and tools.



II. Course Listings

This section lists Solution Selling Learning Suite courses by

1. Course Number
2. Sales Job Role
3. Delivery Mode

Courses by Number, Method, Mode, & Materials Languages

#	Title	Method	Modes	Courseware Languages
101	Solution Selling Sales Execution	Execution	B, E, I, V	Chinese, English, French, Italian, German, Portuguese, Spanish
103	Solution Selling Sales Execution Blended	Execution	E+I	English
121	Solution Prospecting	Execution	I	English
123	Solution Teleprospecting	Execution	I	English
141	Collaborative Sales Negotiations	Execution	I	English
151	SolutionSpeak™	Execution	I	English
203	Sales Management & Coaching	Management	B,E,I	English, Spanish ⁱ
221	Targeted Territory Selling	Planning	E,I	English
223	Major Account Selling	Planning	E,I	English
231	Strategic Opportunity Selling	Planning	E,I	English
233	Executive-Level Selling	Planning	E,I	English
253	Solution Messaging	Marketing	I	English

Courses by Job Role

#	Title	Sales Role				
		Sales Manager	Account Seller	Territory Seller	Inside / TeleSales	Marketing & Support
101	Solution Selling Sales Execution	✓	✓			
103	Solution Selling Sales Execution Blended			✓	✓	✓
121	Solution Prospecting		✓		✓	
123	Solution Teleprospecting				✓	
141	Collaborative Sales Negotiations		✓			
151	SolutionSpeak™	✓	✓	✓		✓
203	Sales Management & Coaching	✓				
221	Targeted Territory Selling	✓		✓		
223	Major Account Selling	✓	✓			
231	Strategic Opportunity Selling	✓	✓			
233	Executive-Level Selling	✓	✓	✓		
253	Solution Messaging					✓

Courses by Delivery Mode

- *Book (B)*: 101/103 and portions of 203
- *eLearning (E)*: 101, 103[^], 203, 221, 223, 231, 233
[^] for use in blended delivery with virtual or live ILT
- *Live Instructor-Led Training Workshops (I)*: all courses via classroom or webinar
- *Virtual Integrated Instructor-Led Training (V)*: 101
Integrates the best-of formal and informal training via eLearning, instructor-led workshops, coaching sessions, and lab and real-world exercises in a robust college-like program delivered over multiple sessions.

III. Certification Program

The Solution Selling Certification Program allows individuals or sales teams to define, track, and validate professional development paths for new hire or current employees or as a function of the recruiting process. The Program distinguishes 3 levels of mastery across 2 sales job roles – 5 certification paths in all.

1. Solution Selling Certified
2. Solution Selling Professional
3. Solution Selling Professional Manager
4. Solution Selling Master
5. Solution Selling Master Manager



	CERTIFIED	PROFESSIONAL	MASTER
SELLER	Solution Selling® Certified	Solution Selling® Professional Seller	Solution Selling® Master Seller
SALES MANAGER		Solution Selling® Professional Manager	Solution Selling® Master Manager

To certify at each level requires a student to pass the defined knowledge tests for each compulsory course listed. At the Certified level, this is one course and knowledge test. At the Professional level, additional case studies must be successfully completed in addition to the knowledge tests. These case studies may require downloads of reading materials and use of tools to determine answers. At the Master level, students must document applied use and understanding of key Solution Selling tools and concepts in a live, working environment and successfully defend them with the assigned professor.

Solution Selling provides students with a wide variety of delivery modes including books, eLearning, and virtual or live instructor-led workshops. Typically the level of mastery a student achieves increases relative to the respective learning mode. If a student has attained knowledge via other than eLearning mode, SPI can make special accommodations for such students to combine required courses and tests in various combinations. Certifications listed in the tables below as Role-based or Level-based *Upgrades* are available as standard offerings to allow a student the flexibility to progress over time in his or her career development. Upgrades allow students to take only the incremental tests required to certify from the previous level of mastery or role; for example, to upgrade a level from Certified to Professional or upgrade a role from Professional Seller to Professional Manager. The Upgrades include the courseware and tests to complete the incremental certification requirements. If learning was achieved from modes other than eLearning or from Solution Selling training from other than SPI, please contact SPI or your provider to configure your personalized plan.

All certification tests, case studies, and materials are available in English-only unless otherwise explicitly stated. Some courseware and knowledge tests may be available in other languages. At the Master level, some local languages may be accommodated for instructional reviews.

The following tables list the courses and tests needed to achieve certification at each level. The course bundles for the levels, denoted by a “B” in the title, contain all of the courses listed in the table. The bundles provide the courses at a lower cost than purchasing them individually.

Level 100 - Certified



Solution Selling Certified - #B195

#	Course Title	Upgrades		Tests
		Role	Level	
101	Solution Selling Sales Execution			190
	<ul style="list-style-type: none"> #190 Solution Selling Certified – provides a test only equivalent to the test in Course 101 Course 103 may be substituted for 101 			

Level 200 - Professional



Solution Selling Professional Seller- #B295

#	Course Title	Upgrades		Tests
		Role	Level	
101	Solution Selling Sales Execution			190
221	Targeted Territory Selling		221	222
223	Major Account Selling		223	224
231	Strategic Opportunity Selling		231	232
233	Executive-Level Selling		233	234
282	Professional Seller Case Study		282	282
	<ul style="list-style-type: none"> #B292 Professional Level Upgrade – prerequisite Solution Selling Certified (101 or 190 or 195); adds required Professional courses only. 			



Solution Selling Professional Manager - #B299

#	Course Title	Upgrades		Tests
		Role	Level	
101	Solution Selling Sales Execution			190
203	Sales Management & Coaching	203	203	204
221	Targeted Territory Selling		221	222
223	Major Account Selling		223	224
231	Strategic Opportunity Selling		231	232
233	Executive-Level Selling		233	234
282	Professional Seller Case Study		282	282
284	Professional Manager Case Study	284	284	284

- #B296 Professional Role Upgrade – prerequisite Solution Selling Professional (292 or 295); adds only the Manager courses
- #B298 Professional Manager Level Upgrade – prerequisite Solution Selling Certified (101 or 190); adds Professional Seller and Manager courses

Level 300 - Master



Solution Selling Master Seller - #B395

#	Course Title	Upgrades		Tests
		Role	Level	
101	Solution Selling Sales Execution			190
221	Targeted Territory Selling			222
223	Major Account Selling			224
231	Strategic Opportunity Selling			232
233	Executive-Level Selling			234
282	Professional Seller Case Study			282
382	Master Seller Case Study		382	382

- #B392 Master Level Upgrade – prerequisite Solution Selling Professional (290, 292, or 295)



Solution Selling Master Manager - #B399

#	Course Title	Upgrades		Tests
		Role	Level	
101	Solution Selling Sales Execution			190
203	Sales Management & Coaching			204
221	Targeted Territory Selling			222
223	Major Account Selling			224
231	Strategic Opportunity Selling			232
233	Executive-Level Selling			234
282	Professional Seller Case Study			282
284	Professional Manager Case Study			284
382	Master Seller Case Study		382	382
384	Master Manager Case Study	384	384	384

- #B396 Master Role Upgrade –prerequisite Solution Selling Master (392 or 395); adds Master Manager Case Study

- #B398 Master Manager Level Upgrade –prerequisite Solution Selling Professional Manager (296 or 298 or 299); adds Master Case Studies

IV. Course Detail Listings

The following pages list each course in order of course number and include information on the title, description, modules, objectives, languages, duration and delivery modes. If a course does not have a desired mode or language listed, please contact SPI for options. For most courses, separate online tests are available for those students participating in instructor-led workshops.

#101 - Solution Selling Sales Execution

Course Numbers: 101 or 103 (same as Solution Selling Certified #195)

Description: Solution Selling® is a client-focused sales process in which the selling activities involve direct contact with prospective buyers. It helps salespeople identify a prospective buyer's business problem within an opportunity and lead the buyer to self-conclusion of how they can solve the problem utilizing the salesperson's capabilities and the value of doing so - thus leading to a "solution". The Solution Selling Sales Execution workshop uses a collection of methods that includes tools, job aids, techniques, and procedures that help sales professionals align selling activities to the steps of various participants in the buyer organization's process.

Modules:

- Introduction to Solution Selling and Key Concepts
- Conducting Pre-call Planning and Research
- Stimulating Interest
- Conducting a Sales Call to Get Pain Admitted
- Creating Buying Visions
- Reengineering Buying Visions
- Qualifying the Buyer and their Buying Process
- Elements of an Evaluation Plan
- Reaching Final Agreement
- Getting Started with Solution Selling

Objectives:

- Calculate a more accurate pipeline
- Describe the psychological aspects and phases of how buyers buy
- Recognize the difference between "latent" and "active" opportunities and how each type should be approached
- Conduct pre-call planning and research prior to engaging in opportunities

- Stimulate interest in prospects
- Leverage past successes to initiate new opportunities and demonstrate their credibility with the customer
- Create or re-engineer customer buying visions based on the strengths of your offerings
- Gain access to “power” people within the buying organization
- Have more control over the sales cycle
- Improve your chances of winning competitive opportunities
- Manage your territory

Delivery Modes, Duration, & Languages:

- Books: both available from McGraw-Hill in Multiple languages, hardcopy and eBook (Kindle, Secure PDF, Microsoft)
 - The New Solution Selling
 - The Solution Selling Field Guide
- eLearning:
 - #101: 5-6 hour Format. Languages: Chinese, English, French, German, Italian, Portuguese, Spanish
 - #103: 3.5-5 hour format. Language: English
- Instructor-Led Workshop:
 - Durations:
 - 2-day (#101):, concepts and tool training
 - 2.5-day Blended (#103): requires eLearning prerequisite and adds workshop review, exercise, role-plays, and case study
 - 4-day (#101): concepts and tool training, exercises, role-plays, and case study
 - Languages:
 - Materials in English plus, Chinese, French, Italian, German, Portuguese, Spanish
 - Instructor spoken in 14+ languages
- Virtual Instructor-Led Training: [\[Available 3Q09 \]](#)
 - Duration: 8 sessions; design point is 1 per week, but other configurations possible.
 - Languages: English materials, but most major languages for instructional coaching

#121 - Solution Prospecting

Description: Solution Prospecting is a methodology where participants will learn and practice concepts, principles and methods for effective prospecting. The course is designed to apply lessons to a target account/opportunity so that the participant leaves with a business development plan (opportunity-focused) aimed at stimulating interest with a key prospect.

The course approach concludes with seller dialogue and actions intended to initially qualify the opportunity being prospected into. Solution Prospecting is not a territory or account planning workshop

but it does provide a starting point to begin initiating activity in a portfolio of potential opportunities. Solution Prospecting is complimentary to the "Precall Planning and Research" and "Stimulating Interest" modules found in Solution Selling®, but it delves deeper into advanced concepts, methods and messaging tools for targeting, contacting and qualifying ideal prospects

Modules:

- Business Development Key Concepts
- Planning for the Business Development Strategy
- Prepare for the Business Development Strategy
- Practice Executing Strategy/Address Road Blocks
- Perform the Business Development
- Follow up with the client

Objectives:

- Improve prospect targeting and messaging during the business development process
- Improve initial opportunity qualification and disqualification
- Increase consideration rate and qualified opportunities in the pipeline
- Efficient use of company resources

Delivery Modes, Duration, & Languages:

- Instructor-Led Workshop:
 - Durations: 1-day
 - Languages:
 - Materials in English
 - Instruction spoken in 7+ languages

#141 - Collaborative Sales Negotiations

Description: Collaborative Sales Negotiations (CSN) extends Sales Performance International’s Solution Selling curriculum by addressing key principles of sales negotiation and positioning value with the buyer. In this concentrated, one-day workshop, sales professionals learn to successfully execute negotiations and reach positive outcomes for both parties, while maintaining margins. Designed for both individuals and enterprise account teams, CSN helps salespeople set proper expectations with buyers to avoid heavy discounting and maintain margins.

Modules:

- Introduction
- The Essentials of Negotiating
- Buyer and Seller Alternatives and Options

- Measuring the SV Factor
- Determining Alternatives and Options
- Three Methods of Negotiating
- Positions and Interests
- Withstanding the Buyers Squeeze
- Expanding the Pie
- Negotiating Dialogue Prompter
- Basic Principles of Negotiating

Objectives:

- Negotiate with much greater confidence
- Increase the size and scope of opportunities as well as associated margins
- Avoid delays at the end of the sales cycle caused by the inability to reach agreement
- Expand the pie producing a greater value for both buyer and seller
- Determine your and the customer’s best alternative to a negotiated agreement
- Measure your negotiating strength or vulnerability using the elements of the “Formula for a Successful Sale”

Delivery Modes, Duration, & Languages:

- Instructor-Led Workshop:
 - Duration: 2-day
 - Languages:
 - Materials in English
 - Instruction in English, others upon request

#151 - SolutionSpeak™

Description: SolutionSpeak™ is a unique presentation methodology designed specifically for salespeople who focus on selling high-value solutions. The course teaches sellers key elements of delivering high impact presentations along various key points in the sales cycle. It also aligns with key principles of Solution Selling® so that presenters effectively connect with the critical issues of buyers and message appropriately. While other presentation programs may prepare participants to speak in front of crowds, or help them gain confidence in being in the spotlight. Only SolutionSpeak prepares students to deliver solution-driven sales presentations that win deals.

Modules:

- 10 Questions Every Seller Should Know the Answer to
- How to Deliver Winning Presentations
- Give Solutions Powered Presentations
- Power Point Presentations don’t Sell ... People Do!

- Deliver Presentations with a Punch
- Don't Lose Your Credibility When it Comes to Q&A

Objectives:

- Show the Student the Right Time to Give a Presentation
- Help Improve Personal Communication Styles
- Increase the Odds of Winning More Deals With Compelling Buyer-Focused Content
- Learn How to Differentiate yourself from other Sellers

Delivery Modes, Duration, & Languages:

- Instructor-Led Workshop:
 - Duration: 2-day
 - Languages:
 - Materials in English
 - Instruction in English

#203 - Sales Management & Coaching

Description: Sales Management and Coaching shows sales leaders how to accurately analyze sales opportunities and pipelines, and to coach salespeople to higher levels of performance. The management approach leverages terminology and concepts from Solution Selling Sales Execution (#101 or 103). This offering focuses on actions that help management drive revenue attainment and day-to-day execution of the sales process by the sales team. The program contains a mixture of modern analytical techniques and management best practices for analyzing pipelines, opportunities and coaching needs.

Modules:

- Key Management Activities in the Sales Process
- Opportunity Analysis and Management
- Pipeline Analysis and Management
- Opportunity Coaching and Skill Coaching
- Adopting the Sales Process

Objectives:

- Get an accurate status of opportunities based on pipeline milestones
- Develop a tactical plan to help salespeople win opportunities
- Identify specific selling problems (opportunity and skill) that hinder sales productivity
- Apply focused coaching with actionable items
- Apply a "management-by-exception" approach to increase management productivity
- Anticipate and avoid quota attainment (shortfalls)
- Increase forecast accuracy

Delivery Modes, Duration, & Languages:

- Books: introductory coverage in
 - The New Solution Selling
 - The Solution Selling Field Guide
- eLearning: 2 hours. English.
- Instructor-Led Workshop:
 - Durations: 1-day with #101 prerequisite, else 1.5-day
 - Languages:
 - Materials in English, French, Spanish
 - Instruction spoken in 7+ languages

#221 - Targeted Territory Selling

Description: Targeted Territory Selling is a methodology and program that focuses on the segmentation of accounts and opportunities in a defined territory in order to prioritize which ones in which to invest sales resources. Solution Selling for Territory Planning™ segments the accounts within a territory into categories as a function of the accounts' value and develops a plan of attack on the high priority accounts to get a sell cycle started. This one-day workshop leads participants through the process of creating an executable territory plan for their specific territory, and as a byproduct teaches them the methodology to create and update future plans. At the end of the workshop, each participant will have a territory plan that aligns the level of sales resources spent on specific accounts with the value of that account. The plan of attack for the high-priority accounts reflects the stimulating interest technique associated with Solution Selling® for Sales Execution

Modules:

- Introduction to Territory Targeting
- Determine Prospecting Requirements, Qualification Criteria, and Accounts
- Grade, Rank, and Segment Accounts
- Apply Territory Coverage Strategies
- Implementing Territory Plans

Objectives:

- Improve and maintain high levels of customer satisfaction
- Determine the number of prospecting contacts needed to make quota
- Prioritize the accounts in the territory according to qualification criteria
- Segment the prioritized list to identify the most promising prospects
- Develop a territory coverage strategy for all accounts in the territory
- Use an internet information source to discover information about the accounts in your territory
- Develop an approach to start sell cycles in the high-priority accounts

Delivery Modes, Duration, & Languages:

- eLearning: 2 hours. English.
- Instructor-Led Workshop:
 - Durations: 1-day
 - Languages:
 - Materials in English
 - Instruction spoken in 7+ languages

#223 - Major Account Selling

Description: Major Account Selling is methodology designed to gain the highest levels of revenue attainment and client satisfaction for teams selling to large, strategic accounts. Students will analyze their key account through the eyes of client management with a focus on key industry trends and business drivers. They will also examine the business-to-business relationships which exist between the client and the team and focus on areas for improvement. Revenue generation is addressed using an "Opportunity Mining" approach. Proper resources are identified and allocated. A Client Executive Review is developed for the team to use in validating their opportunity portfolio and in reviewing value delivered to the client organization. The team exits the workshop with a thoroughly reviewed, tested and documented Account Plan and a Client Review presentation suitable for use with key client executives.

Modules:

- Introduction to Account Planning and Management
- Analyze the Account
- Define Current Business
- Identify New Opportunities
- Prioritize Opportunities
- Validate Relationship and Coverage
- The Basics of Account Management

Objectives:

- Identify and discuss customer business initiatives
- Identify and prioritize high-value sales opportunities
- Set and maintain relationship goals and coverage plans
- Identify and allocate appropriate resources
- Improve or maintain the highest levels of customer satisfaction
- Develop a customer executive briefing which communicates the value of the relationship

Delivery Modes, Duration, & Languages:

- eLearning: 2 hours. English.
- Instructor-Led Workshop:
 - Durations: 1-day
 - Languages:
 - Materials in English
 - Instruction spoken in 7+ languages

#231 - Strategic Opportunity Selling

Description: Strategic Opportunity Selling is a sales strategy and plan which applies intense focus on winning key strategic sales opportunities within an account. Students will delve deeply into a live sales project, determine if the opportunity represents a good place to invest time and resource and, if so, how to win. Through the rigor of opportunity assessment to determine if the opportunity meets standards, to the critical examination of key players in the account, on towards competitive landscape and the charting of the Win Plan, students will examine crucial factors that drive a winning strategy. The strategy and key tactics are documented for team communications and commitments. Any critical resources needed to win are identified early so they may be reserved. Participants will leave with a thoroughly reviewed operational Win Plan which will greatly improve the chances of effectively and efficiently progressing the opportunity through the sales cycle to win!

Modules:

- Introduction to Strategic Opportunity Selling
- Assessing the opportunity
- Aligning with the right people
- Outmaneuvering the competition
- Gaining control and charting the winning plan

Objectives:

- Increase win rates on large value opportunities
- Understanding when to say “No Bid” and walk away from unqualified opportunities
- Decrease cost of competing for large opportunities
- Better utilize costly resources
- Communicate and collaborate more effectively with team members – especially virtual team members
- Maintain control of key opportunities, especially near the end of the sales cycle when the pace accelerates and pressure escalates

Delivery Modes, Duration, & Languages:

- eLearning: 2 hours. English.
- Instructor-Led Workshop:
 - Durations: 1-day

- Languages:
 - Materials in English
 - Instruction spoken in 7+ languages

#233 - Executive Level Selling

Description: Executive-Level Selling is a methodology that gives salespeople a proven way to engage in strategic dialogue with high- and mid-level executives with the intent of eventually leading to revenue opportunities. The critical executive engagement is intended to happen in the planning stages of the customer, during their strategic focus before a buying cycle is started – before the vision is established. Executive Level Selling focuses on planning for strategic dialogue to uncover what is driving the company's strategy. The result of these dialogues is to put a plan in place with the executive to kick off buying cycle(s) to explore solutions that relate to enabling the strategy and to sponsor initiatives. Also included are ways to establish a long-term relationship of value with the executive and move towards the "trusted advisor" relationship. Students will perform multiple exercises to apply the concepts to a real situation that participants bring with them to the workshop.

Modules:

- Introduction to Executive Level Selling
- Call preparation
- Strategic dialogue
- Relationship maintenance
- Value communication
- Call to action

Objectives:

- Increase competency when calling on high-level executives
- Effectively prepare for calls to executives
- Add value to every conversation/interaction with executive
- Become a "Trusted Advisor" to the executive
- Obtain attractive new business from executives

Delivery Modes, Duration, & Languages:

- eLearning: 2 hours. English.
- Instructor-Led Workshop:
 - Durations: 1-day
 - Languages:
 - Materials in English
 - Instruction spoken in 7+ languages

#253 - Solutions Messaging

Description: Solutions Messaging is a methodology that helps Marketing departments tackle the issue of aligning many customer problems, causes, impacts, negative consequences, and requirements to the deliverables of the product marketing department. Managing a wide variety and quantity of solution components, positive consequences, customer segments and buying sponsor types also adds to the complexity. When the increasing rate of new offerings and markets is thrown in to the mix, teams must adapt and move quickly. The Solution Messaging program gives you the knowledge and skills to manage a repeatable process to simplify condensing problems into meaningful set of high-level Critical Business Issues and building a Solution Messaging Card for each Critical Business Issue.

Modules:

- Solution-Centric: defining and framing the challenge
- What marketing needs to know
 - The sales process and the relevance to marketing
 - The buyer's process
- Solution Messaging Process:
 - Identifying solutions
 - Develop solution messaging platform
 - Create solution cards
 - Creating job aids

Objectives:

- Understand the true value of the solution they are selling.
- Establish credibility with buying audiences through understanding key business realities and trends.
- Create effective, opportunity-specific Job Aids for key solutions.
- Describe “how buyers buy” and the impact of your message and positioning
- Lead customer-centric solutions, not “pseudo-solutions”
- Align your product marketing deliverables to the sales process
- Identify strong differentiators for your product or solution
- Define a playbook for product launches and sales training
- Enable sales reps with high-value conversations about products and solutions with line-of-business buyers

Delivery Modes, Duration, & Languages:

- Instructor-Led Workshop:
 - Duration: 1-day develops one-set of Solution Selling job aides for one solution
 - Languages:
 - Materials in English

- Instruction spoken in 7+ languages