

Strategic Sales Optimization provides a variety of services to enable your sales team and optimize your sales process. We focus primarily on enabling and developing Enterprise Technical Sales Teams that require complex sales cycles frequently utilizing multi-threaded sales workstreams.

Sales Enablement Workshops

Comprehensive 2-3 day workshops aimed at Sales Engineers to sharpen their skills in discovery, value mapping, demo delivery, proving exercises, and getting the technical win. Account Executives will benefit greatly by participating in the discovery and value-mapping portions of the course, as well as engaging in the final demo presentations.

Each session is tailored to meet the unique challenges and requirements of the client's specific product(s) and verticals, ensuring that the content is highly relevant and immediately applicable. The workshops offer a hands-on learning workshop where participants practice new skills in real-time, receiving immediate feedback, as they interact with peers, sharing insights and strategies.

Upon successful completion of the workshop, Sales Engineers will master how to uncover key value points for their customers, deliver more compelling demos, and expedite the proving and technical win process. Account Executives will know how to ask better questions to uncover customer need and value quickly, as well as how to work more with their SEs more effectively; increasing win rates and shortening sales cycles. This investment ensures a high-impact learning experience that can dramatically improve sales performance and outcomes.

This offering includes:

- Customized Training Content
- Interactive Sessions
- Real-world Practicum
- Expert Facilitators
- Feedback and Coaching
- Follow-up Resources
- Evaluation and Certification

Strategy Assessment Package

The Strategy Assessment Package from Strategic Sales Optimization is a robust, detailed service designed to overhaul and enhance your company's sales strategies. Tailored specifically to the complexities and unique demands of your product, competitors, and verticals, this package includes thorough evaluations, collaborative strategy development workshops, and a clear, actionable implementation and enablement roadmap. Our experts work closely with your team to identify pain points, leverage opportunities, and align your sales processes with your business objectives, ultimately boosting your sales performance and organizational coherence.

This offering includes:

- Initial Sales Process Evaluation and Gap Analysis
- Strategy Workshops
- Expert Guidance and Support
- Customized Implementation and Enablement Roadmap
- Follow-up Reviews
- Documentation and Reporting

Customized Sales Tools

Strategic Sales Optimization provides specialized services focused on the Development of Custom Sales Tools, which includes custom-created demo scripts, presentation decks, and playbooks tailored specifically to your company's products and market segments. This service equips your sales team with unique, high-impact selling tools that enhance presentation quality and consistency, ensuring that all sales pitches are aligned with your brand's messaging and meet the unique demands of your target audience.

These sales tools can include:

- Demo Scripts by Product and/or Vertical
- Presentation Decks and Templates
- Value Proposition Guides
- Playbooks for Proving Exercises (POCs/POVs/POTs)
- Training and Enablement Materials
- Evaluation and Assessment Tools

Consulting Services

Strategic Sales Optimization can provide consulting services to meet a variety of needs within your sales organization. Tailored to companies seeking ongoing improvement and growth, our consulting support involves in-depth analysis and collaborative planning sessions to ensure strategies are not only tightly aligned with your goals, but also effectively implemented and continuously refined. The service includes regular follow-ups for continual improvements, adapting to changing market conditions, and internal feedback to optimize sales outcomes.

Examples of consulting services may include:

- Overall Strategy Development
- Process Optimization
- Sales Team Alignment and Collaboration
- Deal Review and Strategy
- POC/POV assistance (per deal or entire process)
- 1x1 Coaching and Mentoring

Digital Training Modules

A series of online courses and webinars that provide flexible, self-paced learning options for sales teams. These modules cover everything from basic sales principles to advanced techniques specific to tech sales. Please visit our website to view current training offerings: www.strategicsalesoptimization.com.