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**MENEMSHAGROUP**

**Strategic Selling:**  
Uncovering, Diagnosing &  
Solving Customer  
Problems

Presented By:  
Dan Fisher  
Managing Director

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**MENEMSHAGROUP**

**Introductions & Background**

- 18 years sales and sales leadership experience
- IT staffing, consulting and enterprise software
- Led regional, national sales teams
- Consulted/Trained with over 200 IT staffing firms nationally

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## Agenda

- What is Strategic Selling?
- Selling up the Value Chain
- Why Customers Buy
- How Customers Buy
- Structuring Your Conversations
- Q & A



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## What is Strategic Selling?

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## Strategic Selling



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graph TD; A[Uncover & Diagnose] --> C[Co-create solution]; B[Define Customer Goals] --> C; A --> D((Strategic Selling)); B --> D; C --> D;
```

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### Selling Up The Value Chain

**High** Customer Percent Value

**Low** Transactional Sales

**Strategic**

- Current state & future state
- Do we understand the challenge? Is there a gap that needs to be addressed?
- Do we need to buy something (external help)?

**Course of Action**

- How should we solve the problem?
- What action should we take?

**Tactical**

- Who should we buy from?
- Predefined, budget-approved job orders

Current state/Future State

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### Today's Customer

Who's Behind the Financial Meltdown?  
WALL ST

400 INTEGRATION

NOW PLAYING THE RECESSION

OUTBOX

INBOX

IPO

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### Are You Worth Talking To?

Focus On Your Clients

How?

Become a Client "SME"

GOAL

MARKETING

annual report

Gartner

CIO

Investor Conference

WEBINAR

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### Why Your Customers Buy

Consumers Corporate America



The slide features the Menemsha Group logo at the top. Below it is a blue header with the title 'Why Your Customers Buy'. Underneath, there are two columns: 'Consumers' on the left and 'Corporate America' on the right. The 'Consumers' column contains a photograph of a woman with blonde hair holding up several colorful shopping bags. The 'Corporate America' column contains a graphic of a calendar with a magnifying glass over one of the dates.

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### How Your Customers Buy



The slide features the Menemsha Group logo at the top. Below it is a blue header with the title 'How Your Customers Buy'. The main content is a circular flow diagram with three yellow circles connected by arrows in a clockwise cycle. The top circle asks 'Do we need to buy something today?'. The right circle asks 'What should we buy?'. The bottom circle asks 'Do we have the resources (\$\$) to buy?'. The left circle asks 'Who should we buy from?'.

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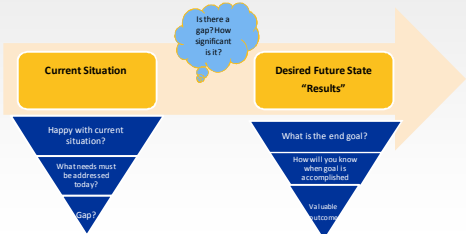
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### What Your Customers Think About Their Current Situation & Desired Future State



The slide features the Menemsha Group logo at the top. Below it is a blue header with the title 'What Your Customers Think About Their Current Situation & Desired Future State'. The main content is a diagram showing a transition from a 'Current Situation' box to a 'Desired Future State "Results"' box, connected by a large orange arrow. Above the arrow is a thought bubble asking 'Is there a gap? How significant is it?'. Below the 'Current Situation' box are three blue triangles containing the questions: 'Happy with current situation?', 'What needs must be addressed today?', and 'Gap?'. Below the 'Desired Future State' box are two blue triangles containing the questions: 'What is the end goal?' and 'How will you know when goal is accomplished?'. A 'Variable customer' label is positioned between the two triangles.

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## Structuring the Call - "Creating" the Dialogue

Pique Client Interest - Reference Value Proposition

Demonstrate Credibility - Reference Research

Ask Open-Ended, Thought-Provoking, Probing Questions

**Listen**

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## Pre-Call Planning & Intelligent Positioning

The key to **gaining credibility** and **building trust** is by demonstrating you understand your customer's business and asking intelligent questions.

**10-K Statement-Risk Factors**

- We Must Finance and Integrate Acquired Businesses Wisely
- A Shortage of Qualified Labor Could Negatively Impact our Business and Materially Reduce Earnings
- Technology Dependence Could Have a Material Negative Impact on our Business
  - Our ability to decrease costs and increase profits, as well as our ability to serve customers most effectively, depends on the reliability of our technology network.

**The Quality of Our Operations**

Technology and best practices are helping SYSCO to improve products more efficiently.

Operational excellence is one of the qualities that sets SYSCO apart. When we began to develop a national supply chain network several years ago, we implemented benchmarking and cost-saving goals and created more efficient supply chain capabilities to customers, better financial management, and faster ordering for customers.

In the technology marketplace, we are realizing more of the operational benefits. With our ongoing supply chain, customer value, efficiency and reliability, we significantly help our customers reduce their costs.

"Supply chain efficiencies are translating into significant fuel cost avoidance across the SYSCO system."

Our supply chain capabilities include the implementation of Transportation Management Systems, a series of distribution centers (DCs), and Efficient Parcel and Freight Management.

The Transportation Management System, which was fully implemented in 2007, has improved fuel efficiency efficiency. One of the system's key features is reduced truck miles by reducing the empty miles on each truckload.

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## Uncovering "Gaps" or "Pain Points"

"We recently helped \_\_\_\_\_ save \_\_\_\_\_ with their systems integration project to integrate their newly acquired business."

"I read in your 10-K statement that a key to your growth strategy is through acquisitions and critical to your success is the smooth integration of the acquired company(s)."

"When you do acquire a company, what are the top challenges you face from a technology integration standpoint?"

**Listen**

Pique Interest Credibility Builder

Value Proposition

Open-ended, thought-provoking question

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### The Winning Vendor...

Best understands the client's desired state

Offers the simplest and least risky plan of getting from current state to desired future state

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