

## Engaging Up™ creates fundamental shifts in dialogue with strategic decision makers

Monitored and measured outcomes



Engaging Up™

### Stop pitching, start engaging!

As buyers increasingly turn to third-party consultants and avoid supplier contact until very close to purchase decision time, suppliers must deal with:

1. Decreased access to customer decision-makers
2. Increases in customization requests, and
3. Competition based on price alone.

Global Partners Training has developed a unique and powerful program that elevates your customer relationships. Through this powerful set of techniques, you gain access to strategic decision makers and gain the benefits that come with being a trusted business partner.

The quality of your relationships with your customers' strategic decision makers sets you apart from your competitors like nothing else. Engaging Up™ elevates your value with three fundamental shifts:

#### Learning to Profile

Deep focus on the people who can make things happen



#### Building Bridges

Develop deep knowledge from the customer's perspective



#### Engaging as a Solver

Add value to customer challenges independent of your product/service portfolio



### Who benefits from Engaging Up™?

Any personnel who need to connect with your customers' strategic executives, including:

- Sales and marketing representatives
- Sales managers
- Product managers
- Service managers
- Logistics managers
- Customer-facing personnel

GPT's experiential programs are customized so that each training group will find the program immediately relevant to their jobs and will target the business outcomes you seek.

Global Partners Training implements a robust measurement system that monitors learning, behavioral changes and return on investment (ROI). Participants are assessed during the program and are supported by professional facilitators and coaches to achieve their action plans in alignment with your desired business outcomes. To learn more, ask us for information about GPT's **embedding process and measurement system.**

#### Case study: GE Healthcare

GE Healthcare, a global leader in medical imaging and information technologies, medical diagnostics, patient monitoring systems and other services, was seeing large strategic accounts play a more important role in its long-term success. The company was looking for a change in mind set from the typical day-to-day sales approach to one that focused on building long-term business relationships with their customers' senior decision makers. Over one hundred Service Account Leaders in Europe have adopted the Engaging Up™ approach and shifted from 'pitching' to 'engaging', with the net results of increased wins, Account Leader confidence and trusted business partner status. Read the complete case study at [globalpartnerstraining.com](http://globalpartnerstraining.com).

# Get results with Engaging Up™

Your company can increase sales by positioning as a trusted business advisor and aligning with your customers' top challenges. Engaging Up™ teaches your customer-facing people how to engage effectively with your customers' strategic executives by implementing these three fundamental shifts.

## Shift 1: From targeting to profiling

The traditional sales approach is to target prospect individuals and collect information based on best fit with your (the supplier's) product and service portfolio. This frequently gets you in the game, but often in dialogue with middle management or procurement personnel, and often too late to avoid competing mostly on price.

The Engaging Up™ program gives you the **toolkit to profile key decision makers** and understand their most important challenges, independent of your portfolio. This new skill set is the first step that gives you the ability to unlock dialogue with higher-level senior executives on their biggest challenges.



## Shift 2: From building a case to building a bridge

You are very smart about what your company can do, the features and benefits of your products and the support you offer, and you also know how to craft a killer proposal. But more likely than not, your customer is seeing the problem they are trying to solve from a different point of view, through a lens not always obvious to you.

Engaging Up™ provides **new business knowledge**, customized to your industry, and **new relationship building skills** that allow you to learn, see, analyze and articulate your customers' challenges in their terms. Armed with this knowledge you will naturally find yourself pulled into strategic discussions and often being given a priceless early seat at the table during your customers' buying process.



## Shift 3: From pitching to engaging

Whether you work as part of a sales, service or other customer-facing team, you are most likely in the habit of matching what you have to offer with what the customer might need and stating this as a possibility, even 'pitching' it as the solution. While this can often result in a good solution, this narrow view restricts your ability to dialogue at higher, more strategic, more valuable levels.

The Engaging Up™ program gives you a **framework for expanding your thinking and your dialogue** beyond the challenges directly addressed by your own portfolio to the most important challenges facing your customer. You learn to **add value at every turn and point of contact**, gaining new status with your customers as a trusted business partner.



## Experience an Engaging Up™ program

A **customized pilot program** allows your team to experience the full Engaging Up™ toolkit and provides GPT and your leadership team with feedback needed to fine-tune the program for further rollout. GPT also conducts **multi-company public programs**, a terrific way to experience our toolkit on a smaller entry budget. Each experience is customized for the companies and participants in attendance and focused on situations of common interest. Public programs are organized in all regions (Americas, APAC, EMEA) and offered by the seat.

Visit [globalpartnerstraining.com](https://globalpartnerstraining.com) to contact us about Engaging Up™