

# Huthwaite Major Sales Process

Maximise your success rate in major, complex sales



Change behaviour. Change results.

## The Huthwaite Major Sales Process (MSP)

Unlock the potential of your skilled sellers, harness the power of your contact management or CRM system and conduct more effective reviews, forecasting and coaching.

From the providers of the world's most successful sales skills programme comes the Huthwaite Major Sales Process (MSP), an opportunity management system which maximises your success rate in major, complex sales.

Designed to enable the capture and use of information critical to persuasive selling, MSP is a proven sales process which takes you from the earliest opening of a strategic sales opportunity all the way through to securing the order. Using it increases your sales team's ability to apply their skills, gives them more confidence throughout the sales cycle, and will make them more successful. They will be able to maximise account penetration and to manage those accounts more successfully.

For sales managers and directors, MSP makes reviewing, forecasting, and coaching much easier and more accurate.

### Why Choose MSP?

#### 01 Maximise the return on your sales skills training

MSP complements and enhances the effectiveness of any sales skills training (including Huthwaite SPIN®), providing a process that helps you to devise the appropriate strategies for selling into every major account.

#### 02 A uniform approach for the whole team

MSP places a common, visible, and easily shared process toolbox on everyone's desktop, making it easy for the whole sales team to work with it and update it. The toolbox, which applies the principles underpinning MSP, runs on Windows PCs and is supported by a two-day programme on how to get the best out of the process and the software. And, since those who attend the programme bring their own real-world sales opportunities to work with, Huthwaite instantly brings MSP to life and enables sellers to hit the ground running when back in the workplace.

#### 03 Devise strategies based on real information

MSP helps you to identify and influence multiple key decision-makers within the sales process, uncovering their decision criteria. On-screen maps instantly provide powerful visual aids showing which players have power, influence and receptiveness, helping to plan strategies for reaching them and taking them to the decision point. These key player maps enable users to see easily what was said during previous conversations, and to check whether those players share the same perceptions and the same decision criteria.

#### 04 MSP complements your other software

Importantly, although it can operate stand-alone, MSP is the perfect tool for integrating with CRM and contact management (CM) systems. Whilst valuable, those systems in isolation cannot help sellers to assess how to secure each individual sale, and therefore won't increase results. However, integrating Huthwaite's toolbox with existing CRM/CM software enables sellers to immediately begin using existing customer information within MSP – and to use it much more effectively. Fortunately, this level of integration means there's no need for any annoying and time-consuming double-entry of data.

Improve your analytical and planning processes in order to win more business

MSP helps you identify potential barriers and concerns which may prevent the customer from doing business with you, including the strengths and weaknesses of your position against competitors. It recognises opportunities for repeat or additional sales, and secures long-term, win/win relationships with your customers.

Huthwaite MSP is based on thousands of field visits and in-depth research interviews about strategy, tactics and buyer psychology in complex, multiple-influencer and long-cycle sale processes. It applies insights gained from our research to help you win more business in a shorter timescale – creating the most complete and credible sales process system on the market today.

## The MSP Toolbox

The Toolbox is the software component of MSP. It contains a number of integrated tools that make pursuing complex sales opportunities more effective. Principal among these are:



**Campaign overview** – a 'campaign' is an opportunity, and this provides the key account information you need on a single summary screen.



**Persuasive case analysis** – helps to make your persuasive messages focused and applicable.



**Competitive analysis** – evaluates how, from the prospect's perspective, you compare to the competition at macro and micro level. More importantly, it allows you to figure out what to do next.



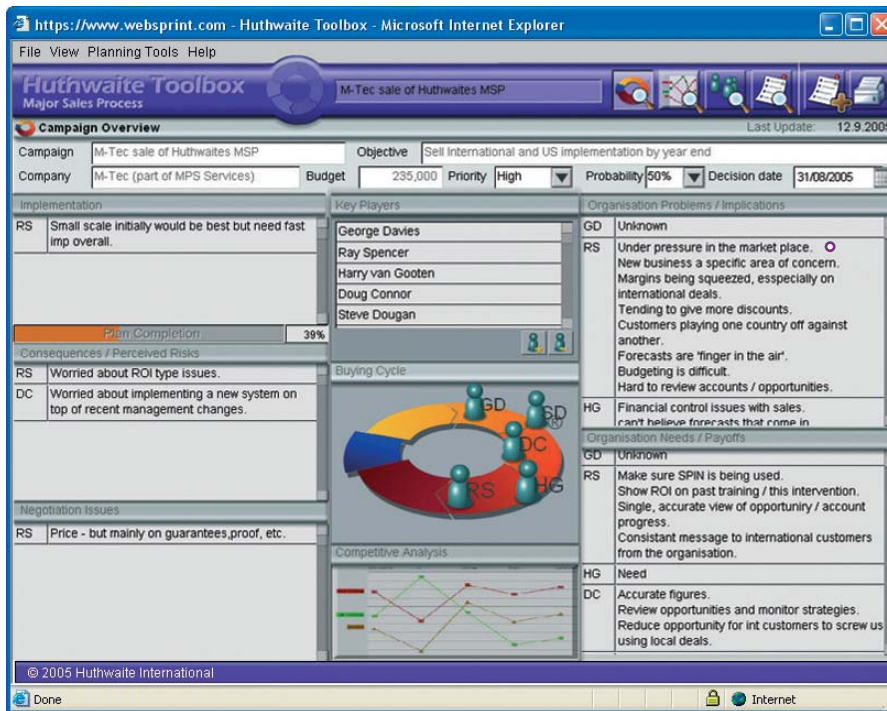
**Key player map** – collects critical information about key players, including issues, needs and payoffs – helping you to channel your energies more effectively.



**Influence network** – maps the individuals within the decision-making process, allowing you to analyse who needs influencing, and why.



**Buying cycle** – places individuals within the decision-making process, and ensures that you focus your messages on what buyers need to hear. It stops you making mistakes, and helps you to be more persuasive.



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## The MSP Programme

Using research from Huthwaite's work on successful account strategy in major sales this programme focuses on the application of account management processes and tools to the real-case accounts of each participant.

The programme is supported by the MSP electronic toolbox. The toolbox provides a range of research-based analytical, planning and diagnostic tools to help win more business, more of the time. The toolbox can be used as a stand-alone version or linked to CRM/data management systems if required.

**By the end of the programme each participant will be able to use the MSP approach and toolbox to:**

- Plan and execute a penetration strategy for major sales campaigns and review activities to increase chances of success
- Build stronger customer relationships with a wider network of key influencers and decision makers
- Systematically influence the decision-making process in their favour or make strategic no-go decisions
- Develop strategies for beating internal and external competition throughout the Buying Cycle
- Identify and understand customer concerns about risk that could block the sale and plan strategies to resolve them
- Have an action plan for key, real-case, campaigns beyond the programme.

## Bringing "Change behaviour. Change results" to life

For over 30 years Huthwaite has carried out research and analysis to improve sales performance on every type of sales situation you can imagine. During that time we have observed in excess of 40,000 sales calls, isolating the behavioural characteristics that lead to a successful sale.

We are the experts in our field. We improve sales performance through behavioural change. Our unrivalled research methods and measurement applications give us our unique approach.

MSP is the obvious choice for businesses that recognise the need for a superior opportunity management system. We know that companies face the very real problem of their sales tools and processes being isolated from real-life sales skills and behaviours. As well as telling you what has been done to date on an account and should be done next, MSP tells you how to do it. And that makes all the difference, giving you a sales process that reinforces effective selling behaviour and makes the sales team more successful.

**For more information on the Huthwaite Major Sales Process call + 44 (0) 1709 710081 or visit [www.huthwaite.co.uk](http://www.huthwaite.co.uk)**



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