

## Investing In Selling Time Pays Off

Experian helps organisations find the best prospects and make fast, informed decisions to improve and personalise their relationships with their customers.

Experian implemented Miller Heiman's Strategic Selling® and (Large Account Management Process) LAMP® throughout all customer facing staff in Northern Europe and the Middle East.

Concurrently they had invested considerable selling time attempting to win a sizable contract with one of Turkey's leading banks with little tangible forward movement. Being responsible for international sales, Ian Read decided that it was time to run the account through some Miller Heiman methodologies.

**Initially Ian prepared a rough LAMP® plan (Gold-sheet). The situation appraisal looked like this:**

The solution required covered 3/4 different software solutions, as well as both consulting and analysis services. In all there were 6 clearly defined single sales objectives. Experian were pitted against some stiff competition from another major player in the industry as well as being aware of the serious possibility of the bank either finding an in-house solution or deciding to do nothing at all.

The account team found that they were talking with user-buying influences on a regular basis and these discussions were always positive. However they were well aware of the hierarchical nature

of the banking business in Turkey. User buying influences were concerned for internal politics and therefore cautious about recommending solutions.

**By running the account and sales objectives through the Miller Heiman sales processes the account team could see a clear picture of why the sale was not moving forward and what they had to do to change that.**

Clearly they needed to gain credibility at a higher level in the organisation and thus, successfully sponsored the support of their existing user buyer contact to act as a coach and booked a meeting with the Economic Buying Influence - General Manager and no. 2 at the bank.

At this meeting Ian shared their LAMP® plan with the EBI who was both surprised and impressed. Ian was then able to verify the banks key business results and the personal wins of this individual. These meetings redefined Experian's understanding of the way that Turkish banks operate. Ian also discovered that his buyer was also passionate about his business and had a particular interest in the successful implementation of IT services to achieve his business results. Things moved on quickly.

**Within three months of applying key Miller Heiman concepts to this sale, Ian and his team had won several contracts with the bank to run over the next 3/4 years worth £1.5 million.**

They had sold at the price they wanted, across all defined sales objectives and negotiated the deal as an ongoing project.

Ian and his team now have 2 high level strategic meetings a year where discussions revolve around client/seller relationship issues. Over these 1/2 day sessions Ian is sure to discuss his most up-to-date LAMP® plan.

When asked what the defining factors were, Ian's response was that defining the players (buying influences) was critical to their success, as were uncovering the personal wins of the Economic Buyer. "Strategic Selling® and LAMP® are genuinely international processes that worked well in this case, particularly when you take into account the strongly hierarchical nature of Turkish banking.

These processes really did open up the gates of opportunity for us." We asked Ian what the cost of pursuing this business without implementing Miller Heiman methodologies on the account was. They were a staggering £125,000 a year.

Ian is soon being introduced to the global board where there is a £15 million contract in the balance.

***No prizes for guessing what Ian and his team will be doing to increase their chances of winning this contract!***