

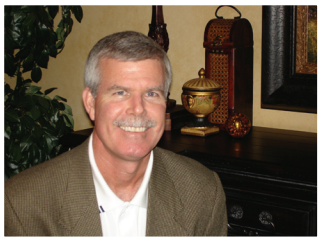
Simply More Powerful.

Peter Bourke, Senior VP, Principal and Author

BIOGRAPHY INFORMATION

Prior to joining TCS, Peter served as president of Spherion Corporation's Outsourcing Division. Peter's background in sales leadership, marketing and operational management includes key roles with Andersen Consulting (now Accenture), IBM, NYNEX (now Verizon), and First Financial Management. At Andersen Consulting, Peter was global director of business development where he led the creation of the business development framework that was implemented throughout the firm for outsourcing and consulting services.

Peter is also the Founder and CEO of Better Way Sales Strategies. Founded in 2007, Better Way Sales Strategies utilizes Peter's three decades of sales, marketing, and leadership experience in the professional services and high tech industries.



Peter received a Bachelor of Science degree in business administration from California State Polytechnic University and a Master of Business Administration from Pepperdine University.

Speech Descriptions

THE NARROW LINE BETWEEN WINNING & LOSING STRATEGIC OPPORTUNITIES

Too many sales organizations have mistaken beliefs about what makes the difference between winning and losing large, strategic pursuits. They often believe that the best product or solution determines the winner...and it doesn't. In fact, here's the cold, harsh reality:

- The "best" solution loses most of the time
- RFP's are not designed to choose the best provider
- The prospect who decides to "Do nothing" is often your biggest competitor
- Your prospects are motivated to mislead your sales team
- A strong ROI/business case is never enough to win

Peter has had the unique opportunity to lead worldwide sales and account management at organizations large and small – including global organizations like Accenture. He has spent much of the last 10 years coaching, consulting and training some of the largest high-tech, consulting, and outsourcing organizations in North America on these topics. And, for more than a decade he's conducted face-to-face executive client interviews to de-brief both wins and losses on behalf of his clients – all with the goal of truly understanding the dynamics of the buying and selling process and with the goal of bringing the knowledge and strategies to organizations who can most benefit.

Peter doesn't just teach from what he's read -- he's been there. He knows the business challenges and how to prioritize time, energy, and people for the greatest results.

If your sales pursuits are large, long, strategic (and expensive) – Peter can share his unique perspective on:

- What it takes to qualify these opportunities – and focus on the ones that matter
- How your team can win the deals you can't afford to lose
- Understand the truth about why organizations lose – and it's almost never related to the price of your solution
- The most common pitfall of all – an absence of strategy

Peter's presentation will challenge your team's paradigms, educate them on the do's and don'ts, and encourage them to learn from his invaluable lessons – from the school of hard knocks and real-life client pursuits and engagements.

LENGTH OF SESSIONS

60 – 90 Minutes

TARGET AUDIENCE(S)

Salespeople, account managers, product specialists, support and services managers, consulting partners, national and global account managers, VP's of sales or marketing and CEOs.

UNSELLING™: SELL LESS ... TO WIN MORE

22 Strategies To Win Without Selling



Selling is what the client expects. The problem – most prospects/clients don't want to be sold. The ones that do are likely the least attractive targets for your sales teams. The typical buyer-seller relationship can be characterized as subservient in nature:

- The buyer needs information on your product/solution
- The seller is often intent on “telling” the client about their solution – convinced that the more we share, the more likely they are to buy our product ... and nothing could be further from the truth!

The “UnSelling” approach is designed to shift the relationship from subservient to collaborative and does so by having the seller resist the temptation to “tell” (or sell), preferring the more consultative approach of focusing on understanding the problem the client is intent on solving. Experience has shown that the better we understand the client's problem, the less we have to sell (if at all).

Peter outlines an approach to control and win the most complex deals in this counter-intuitive presentation that includes:

- Qualifying new clients requires no selling – period!
- Understanding how to create a collaborative relationship with the prospect so that your sales teams can understand the truth from the client – not what they want you to believe
- Techniques for uncovering and proactively dealing with likely client objections and concerns – early in the process
- Finding ways to influence the evaluation and decision process for both the client's benefit – and yours
- Determining how to take control of the buying/selling process – not being victimized by it

Your sales people and leaders will never “sell” the same way again – and will win more as a result.

ABOUT THE COMPLEX SALE, INC.

TCS is a sales methodology and consulting firm with proven processes and tools for business-to-business complex selling. TCS offers client-tailored training programs and workshops to help companies implement consistent sales processes and methodologies, improve selling skills and competencies, and develop world-class sales managers and leaders. Around the world, we have taught over 100,000 salespeople in hundreds of companies the processes and skills they need to Make Winning A Habit®. Through training and coaching, tools and speeches, to total sales force transformation, TCS can help you win the deals you can't afford to lose.

CONTACT US TODAY!

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