



## Accelerating Sales by Making Buying Easier

### The *Design To Buy*<sup>TM</sup> Approach

By Ron Snyder, Kathy Gogan and David Steinore

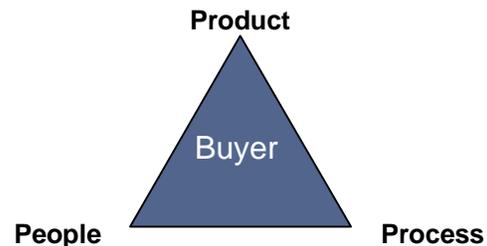
Sales says “Marketing doesn’t understand my customers, they never create what I need to close my deals.” Marketing says “Sales people never use the approved materials so customers get inconsistent messages.” Meanwhile, management is asking “why isn’t our new product selling and why are our selling costs so high” and the customers are wondering “why is this company calling me?”

Does this sound familiar? All companies experience this situation at some time. Most address this by, first, changing personnel – often the VP of Sales or Marketing is first to be replaced. Next, the company may try revising their sales and marketing processes. Third, product development priorities and processes will be changed.

While these changes may offer short term relief, the problem does not reside in a single functional area. More likely, there is a disconnect between marketing, sales, and product development. Functional objectives are not in complete alignment with each other and it manifests itself as problems in the sales cycle. As a result of this functional disconnect, the products do not best address buyer needs and buying processes are inefficient for both customers and the company.

In a typical product life cycle, the product is first designed by development, then marketing creates the messaging, and finally sales sells. Somewhere along the line, however, what and how the customer **wants to buy** can get lost. It is much harder to motivate a customer to say “yes” to a purchase.

### The *Design to Buy* Approach – The 3 P’s



Design to Buy helps companies accelerate sales by making their products easier and more compelling for their customers to buy. Using our approach, companies are able to quickly align their organizations on a shared strategic direction and focus on making each step of the buying process easier – from product inception to after-sale support – from the *buyer's* point of view.

We go beyond traditional thinking of being “market-driven” to being “buyer-oriented”. With the explosion of Internet-based solutions, traditional technology adoption barriers no longer exist. To have a successfully selling product, it is no longer necessary to develop a direct sales relationship within “early-adopter” IT organizations to get to the mainstream market. Users have become the buyers and are taking a more active role in the selection of solutions that address their corporate needs. Thus the solution provider must have a greater understanding of the user’s environment and intended business outcomes.



## Design To Buy Self- Diagnostic

By analyzing the Three P's in your organization, Product, Process, and People, we help you validate your current buyer requirements, identify critical gaps in strategy and/or execution, and create a plan to address those gaps. The key questions to evaluate as part of the process include:

### Product

- Do your features meet user needs?
- How easy is the product to use?
- How easy is the learning curve?
- How effective is the Help/ Support?
- What are the Infrastructure requirements?

### Process

- How effective is your process to gather user requirements?
- How well do you support the prospect through the buying process?
- What marketing deliverables are there to accelerate the sales, buying processes?
- How well do you support the prospect through the buying cycle?
- What level of self-service is appropriate for your product and target market?
- How well do you deliver the level of customer service required?

### People

- How well are goals and roles aligned across the organization?
- Do you have clear rules of engagement and decision making?

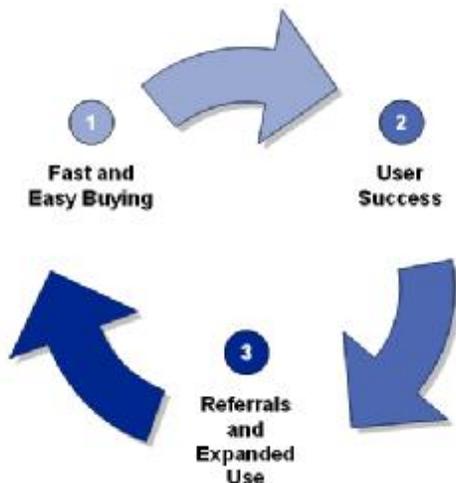
- How well do you communicate and coordinate across functions?
- Is your planning well integrated?
- How well do you develop the skills and processes to stay on top?

Throughout the process, findings are validated against buyer requirements. Metrics are defined that measure ongoing progress toward sales objectives.

### Why use outside help?

Your organization knows your market better than any outside party. However, an external facilitator can provide the following value:

- [An experienced consultant/facilitator](#)  
It is important to work with consultants that have real world experience helping companies make the kinds of transition you wish to make.
- [An unbiased perspective](#)  
Having no other agenda than to enable the organization to produce the best results enables the consultant to give candid, impartial feedback and recommendations.
- [Leaders can participate](#)  
Working with consultants who have guided many organizations through the process enables the leaders to be full participants, rather than trying to be both participant and facilitator.



**Design to Buy** ensures the voice of the Buyer is heard and the sales, marketing and design processes are aligned to:

- 1 Make it easier for Buyers to Buy,
- 2 Make it easier for Users to Succeed and produce their intended Results and
- 3 Generate Referrals, References and additional uses of the product/service...

**Creating a virtuous cycle that Accelerates Sales Performance!**



## Design to Buy™ Consulting Services

Breakthrough, Inc.'s Design to Buy services help companies accelerate sales by making their products easier and more compelling for their prospects to buy. Using our approach, companies are able to quickly align their organizations on a shared strategic direction and focus on making each step of the buying process easier – from a buyer's point of view – from initial curiosity to after-sale support.

The Design to Buy Approach improves the return on time and money spent on Sales and Marketing efforts by:

- ◆ Accelerating Buying through Coordinated Action furthering a shared strategic direction- increasing the “velocity of yes” (sales).
- ◆ Decreasing the Cost of Sales through greater efficiency- of buying, selling and internal coordination- decreasing the cost of “getting to yes.”
- ◆ Improving Time to Market and Market Acceptance through improved Collaboration across the design marketing and sales process- improving the probability of “getting to yes.”

We offer a comprehensive suite of customizable services that help companies align sales, marketing and development and make it easier for customers to buy their products.

Key service components include:

- ◆ Discovery – identifying gaps in the current approach.
- ◆ Market Penetration Plan – ensuring alignment around target market; value proposition, Sales and Marketing roles supporting the buying process, sales tools required.
- ◆ Sale Effectiveness – utilizing an aggregate of the best selling methods, enabling effective coaching of the sales team, providing great support of new product introductions and leveraging sales force automation, customer relationship management tools.
- ◆ Sales Tools – identifying needed sales tools and online support for each milestone in the buyer's process.
- ◆ Performance Management – managing successful adoption of the market penetration strategy, new methods and tools, ensuring people have the support they need and tracking behavior, results vs. key metrics and fine-tune approach to enhance results.

Once the sale is made, we help clients ensure customer success with the offering and to leverage customers as sales partners – through references and referrals.

## Breakthrough, Inc.

*Accelerating Sales by making it Easier to Buy.*

**Breakthrough, Inc.** is a Business to Business consulting firm that enables technology-based companies (especially software, systems and services businesses involved in complex, value-based sales) to dramatically improve their Sales and Marketing effectiveness and results, such as:

- ◆ Achieving aggressive targets
- ◆ Launching new products
- ◆ Expanding into new markets
- ◆ Winning market share in competitive markets

This is done by focusing sales, marketing and product development efforts on making it easier for buyers to buy and generate the results they are looking for.