

Sales Methodology is OUT Stratecution is IN

By Wendy Reed

The **definition of insanity** is doing the same thing over and over and expecting different results - Benjamin Franklin.

How many times does an organization re-invest in yet another strategic sales methodology when the real culprit is poor execution? The two **most common symptoms** we hear are:

1. We don't have a sales process or a common approach.
2. Our presentations or demonstrations are broken.

Is that because you don't know where you are in the process or because you can't execute as a team? Comments we commonly hear include; **"our sales people don't understand the buyer's business reasons for utilizing a solution" or "we have deals that we can't close."** These are **NOT sales process issues**, they **ARE execution issues**.

Stratecution is IN. (*Stratecution is the seamless ability to effectively execute a strategic approach*) It works and it's measurable. **Sale Performance is IN.** It works and it's measurable. What is the difference? Sales Methodologies were designed to provide a strategic framework and guidance as to how a team can understand a complex situation and select a winning strategy. That is good, if the sales person's skills and behavior (interaction with the prospect) enable them to successfully execute on the strategy. If you select a winning strategy and every event and action your team performs is counter to or misaligned with your strategy, then you fail to win. Doing the right things at the wrong time doesn't work in today's market. So teams must do both and understand how one effects the other, hence **Stratecution**.

I'll give you a real life illustration, so you can truly evaluate what your organization's real challenges are. A very experienced and successful sales person is debriefing their strategy to win. The methodology followed to select a flanking strategy was solid. (Flanking strategy means you want to change the rules of the game to gain an advantage) I said, "What will you do to support your flanking strategy? The answer is, "I will use an ROI." I said, "Will your competitor use an ROI?" Answer, "Yes." I ask, "How does the ROI support your flanking strategy?" The answer, "Mine is better!" I ask, "Isn't that a frontal strategy?" (Frontal strategy means competing head to head, mine is superior to yours) It was not until that point in time that the team realized how their actions did NOT support the strategy. **Risks of misalignment of strategy and execution are:**

- **The buyer hears and sees inconsistency**
- **Your team doesn't differentiate your solution clearly**
- **Takes longer for a buyer to believe or prefer**

It seems obvious but you would be surprised to find the number of experienced sales professionals that know what to do, but don't do it, or know what to do but don't know how to do it. Knowing and Doing are two entirely different activities which is why to reinvest in a NEW sales methodology may not yield the results you are looking for. **Ask yourself**, what will be different this time to make it work? How many times has your organization invested in the same solution only to achieve the same results? What will you do the make it stick this time?