McCain Selling System (MSS) 1.0

Stimulus to fuel nomination for a refreshed program





The core beliefs behind MSS

- Selling is about making buying decisions easy for the customer.
  - Great customer needs based selling results in less negotiation.
    - The principles are omni-channel.
      - Mastering the essentials is continuous.
        - Applying a consistently used approach builds confidence and success.
          - It's fundamental to delivering profitable topline growth.

What's changed in the spirit of continuous improvement to #BeMore



CONTENT

Less context, more emphasis on the 12 steps.

Increased focus on:

- High gain questioning and listening to uncover real customer needs.
- Commercializing the customer benefit.
- Structuring a compelling sales proposition in Explain the Deal.



DELIVERY

Continuous role play practice of the 12 steps centered on Channel specific case studies relevant to the participants day job.

An example selling deck demonstrating the 5E's for each case study.

On-going story board on the wall.

Critique own performance against structured check lists.

A takeaway toolkit.



JOURNEY

45 day learner journey.

More comprehensive preparation to be submitted: personal profile, learning objectives, case study (read & identify questions to ask "The Buyer").

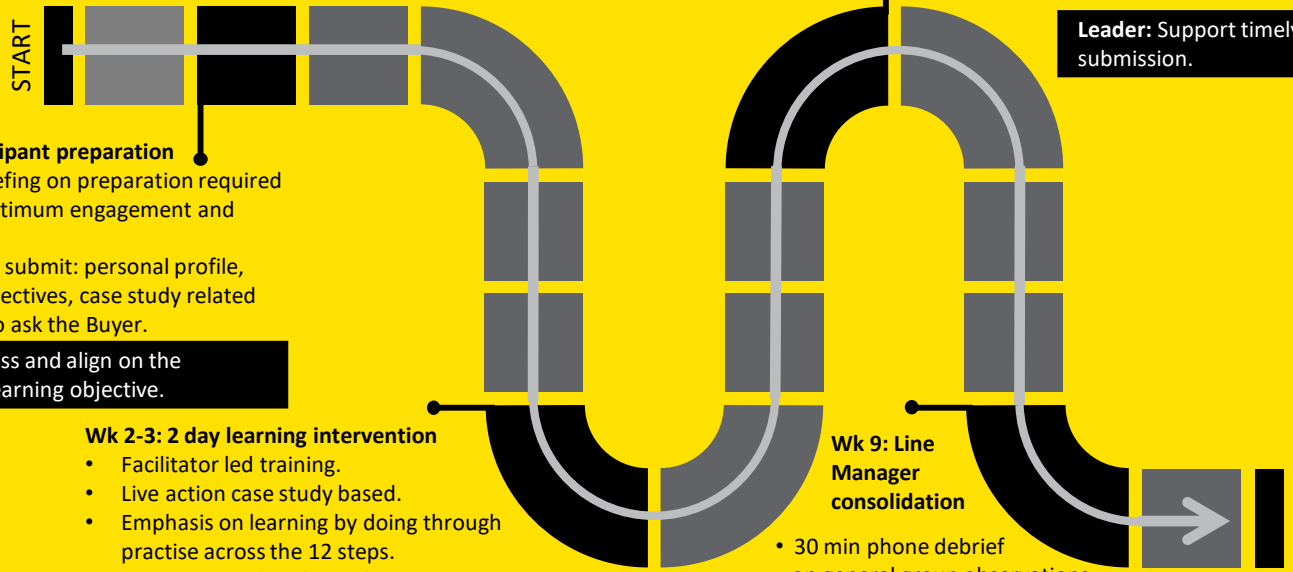
2 day learning intervention c 2 weeks after pre-work submission.

Day 40: Submission of a selling deck for individual written feedback.

Day 45: Facilitator/ Group call to consolidate learning.

Day 45-50: Facilitator/Line Manager call with consolidated headlines of where coaching support is needed (not at an individual level).

The MSS 45 day learner journey and your role as a Sales Leader



Wk 0 - 2: Participant preparation

- Written briefing on preparation required ensuring optimum engagement and learning.
- Participants submit: personal profile, learning objectives, case study related questions to ask the Buyer.

Leader: Discuss and align on the individual's learning objective.

Wk 2-3: 2 day learning intervention

- Facilitator led training.
- Live action case study based.
- Emphasis on learning by doing through practise across the 12 steps.
- Structures and tools used.
- Examples of "great" given for future reference.

Leader: Keep "day job" requirements to a minimum to protect learning focus.

Wk 8-9: Participants submission

- Send an example of their newly applied selling skills via a selling deck.
- Facilitator provides personal written *feedback.*
- Facilitator led *1 hr group webinar*: Feedback on common observations and opportunities.

Leader: Support timely post workshop submission.

Wk 9: Line Manager consolidation

- 30 min phone debrief on general group observations.
- Socialising success.
- Recommendations on areas in the 12 steps for line manager coaching.

Leader led and peer coaching support

Leader: Participate in the debrief. Actively coach to support embed skills.



The outcome for your team member

- Greater confidence and capability to apply the 12 steps of MSS, use supporting tools and have business conversations.
- Stronger influence and engagement of customers in a way that builds trust, credibility and the desire to work with McCain as **THE** supplier of choice.
- The foundation to evolve from good to great customer leadership and play a greater contribution in delivering profitable topline growth.



The outcome you can expect to see in your team member

- More rigor and confidence in application of the MSS 12 steps.
- A deeper understanding of the customer's business leading to more opportunities being unlocked.
- Selling beyond product using a relevant and broader set of McCain assets.
- Improved ability to structure a compelling commercial sales proposition.
- Fewer selling interventions requiring negotiation.



Who should participate

- All Sales new hires including Sales Leaders.
- Team members who:
  - have not been exposed to formal MSS learning.
  - are frequently being led by customers to achieve “yes” through negotiation.
  - have a tendency to jump on the first needs they hear from a customer (rather than drilling down to identify real issues).
  - need some course correction or an injection of fresh thinking to stay current.
  - proactively request attendance because they are owning their development.

Step up your teams foundation selling skills by:

1. **Having a program of work-withs to observe their selling skills and identifying who would benefit from an MSS refreshed program.**