

McCain Selling System (MSS) 1.0

What to expect from the refreshed
2 day 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").

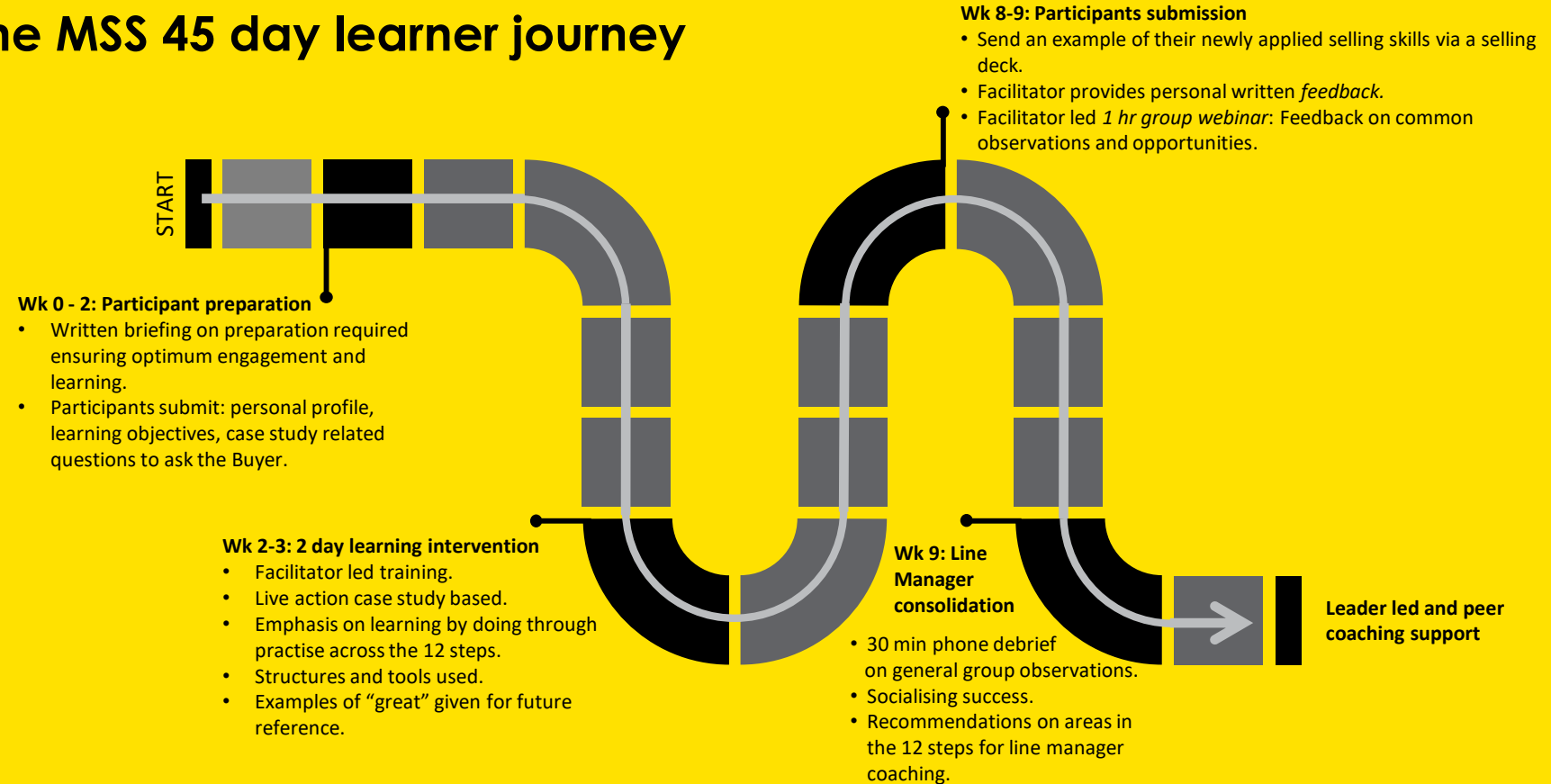
2 day learning intervention c 2 weeks after pre-work submission.

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



Your outcome

- 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.

Step up your selling skills by:

1. Completing the Selling Skills Health Check.
2. Challenge yourself on where there's room for improvement and discuss attending a refreshed MSS program with your Line Manager.

