

SALES PERFORMANCE SPOTLIGHT

Collaborating to Win Large Deals

“World-Class Sales Organizations do a better job of determining not just what the large deals are – but also in how to prioritize and allocate the expensive resources needed to engage with sophisticated large opportunities based on customer requirements – instead of getting caught up in internal politics,” said Joe Galvin, Chief Research Officer at the Miller Heiman Research Institute.

This focus on internal collaboration is a key differentiator at World-Class Sales Organizations and is one of the breakthrough competencies uncovered in the *2013 Miller Heiman Sales Best Practices Study*. World-Class Sales Organizations know they can rely on the sales process and communication structures they have in place to efficiently and effectively respond to customer’s needs.

This is a deliberate strategy. Sales leaders at World-Class Sales Organizations prioritize activities, systems and frameworks that reward using collaborative customer management processes throughout their sales operations. Building this collaborative culture enables sales organizations to capture and share customer experiences, competitive intelligence and market insights across functions and departments. This means they can tap into resources from sales managers, executive management and subject matter experts to coordinate messaging and collaborate on how to address the customer’s situation.

Fostering such collaboration results in an elastic sales team – one that can easily draw on internal resources to form ad hoc teams of salespeople and subject matter experts from the multi-disciplined resources needed to build the right solution for how this customer will buy, this time.

“World-Class Sales Organizations are not only better able to assemble the right resources, but they also enable their internal experts to better function as a team through a collaborative structure for strategies, messages and knowledge,” Galvin said.

One way they do this is by widespread use their company’s internal social media network, which encourages salespeople, management and subject matter experts to connect and share information and intelligence. This complements the personal knowledge networks of individual salespeople and can be extended and shared with the entire sales force.

Social collaboration provides a platform for conversations that are easy to access. It creates a social sales community that allows for closed-loop knowledge exchange that ultimately expedites how a sales organization can mobilize to respond to large, complex opportunities. ■

About this Data

Each month the *Sales Performance Spotlight* delves into one of the best-practices of World-Class Sales Organizations as revealed in the annual *Miller Heiman Sales Best Practices Study*. This research, conducted and analyzed by the Miller Heiman Research Institute, is world’s largest ongoing study of complex, business-to-business selling and sales management practices. Learn more [here](#).

Our organization is highly effective in allocating the right resources to pursue large deals.

