

Executive Overview

# Building Business Acumen<sup>®</sup> for Sales & Marketing





Only 20% of salespeople are successful in reaching executives' expectations and creating value.



acumenlearning

Building Business Acumen® for Sales & Marketing

# Outperform everyone.

You need your sales and marketing team to deliver profitable results. Yet most buyers are fed up with reps who don't understand what's driving their business. Building Business Acumen training (BBA) helps sales and marketing teams understand how all the moving parts of a company work together to optimize profitable results for your company and customers.

## *The problem...*

Studies show that **64%** of reps don't understand your industry, **76%** don't understand your business, and **78%** don't know how to help you. Uh, that's pretty bad!

## *Your solution awaits...*

Building Business Acumen® for Sales & Marketing is a course designed to teach great sales people how to think more like a strategic business person. And strategic-minded business people, who just so happen to be in sales, consistently close the most profitable deals. In other words, sales people with business acumen skills are more valuable to your company and to your customers.

In our experience working with top performers from around the world, we've learned that the best reps use their strategic, financial, and business acumen to:

- ✓ Understand your customers' key business drivers and financial statements
- ✓ Achieve alignment with your customers' key stakeholders
- ✓ Iterate your ideas to improve your customers' return on investment
- ✓ Package your ideas and their financial outcomes into well-structured business cases





A great strength of Acumen Learning is that we customize our content to every individual client and to each audience. That means, at a minimum, we use your financial statements, and your customers', to teach strategy, finance, and business acumen in your company's voice, and exercises you choose to ensure direct application of the concepts in each participant's role. In light of your objectives, pieces might be moved around within the program frameworks, or supplemented with additional tools and experiences, or removed entirely, as we work together to customize a robust curriculum based on our three-part approach.

**"I've received multiple comments that this has been the best and most meaningful training we have ever had."**

Terry Nemeth  
TELUS, Vice President, Sales

### **Part I: The 5 Business Drivers**

Your customers are making business decisions, driving toward their goals, and measuring financial results using 5 business drivers. Leveraging these drivers will speed up your sales cycle.

### **Part II: Navigating Numbers**

The 5 Business Drivers are rooted in any company's financial statements. This gives them real-world applicability, so that you can quickly move from the "What?" to the "So What?" to the "Now What?"

### **Part III: Acumen in Action**

You'll get tools, activities, and follow-up resources to help you leverage company and industry data, take the lead on opportunities, and apply your new skills... not just once... but throughout your sales career.

Our multi-pronged approach will provide a scalable, sustainable, and cost-effective solution regardless of chosen modality (4hr, 6hr, 12hr onsite or virtual, online, or any combination thereof). Providing you a "one-stop-shop" partner for strategy, finance, and business acumen sales and marketing training.



### *We know your customers*

Our consultants have worked directly with over 200 different companies and have conducted research on all of their top competitors. This gives them an unparalleled perspective into a wide range of industries. What are the main strategies for driving growth in retail? How are hospitals navigating new industry regulations? Who's leading in the energy sector? We know the answers to these questions and more, and we'll give your sales teams the tools they need to become similarly sophisticated.

### *Traditional sales training = traditional selling*

When clients start to open up and share information, it's usually information about their business. Too frequently, key metrics and strategic challenges sound more like Latin to salespeople than English. So to avoid looking like the only person in the room who's not tracking, salespeople with low business acumen turn the conversation to something that's more comfortable to talk about: their solution's features and benefits. And when the sale is lost, you're left wondering why your investment in sales training can't seem to break free of industrial-era tactics.

Too often companies emphasize soft skills, like negotiation and resolving objections – skills that focus on how to talk to customers – but neglect developing business acumen. Say it ain't so! Unfortunately, it's true.

Business acumen is the ultimate skill. Reps who speak the language of business outperform their peers, they instinctively know when to talk to customers, why to talk to customers, and what to talk to customers about.

### *Customers want a partner, not a pitch...*

Today's customers want a trusted advisor – someone who understands their business. They value leaders who can help them clearly see the path forward, and a trusted resource who's there

to help them sort through challenges and cut through complexity. Someone who is interested in helping them solve their business problems and achieve success.

As such, your training will have a particular focus on customer and industry analysis. Participants will be taught how to quickly analyze a customer from a strategic and financial perspective and size-up a business opportunity to make sure it's profitable for both. Your employees will see, likely for the first time, how your company's success is intertwined with your customers' success, which will help them develop account strategies based on insights, trends, and priorities.

In the end, your team will leverage their business acumen and be revered for their growth ideas and their ability to help customers succeed.

***"We saw a positive lift with frontline proficiencies in leveraging 10K, 10Q, and annual reports to aid sales meetings."***

Robert Sherwood

T-Mobile, Sr. Manager, Sales Enablement

### *Let's Talk*

Contact Acumen Learning to be put in touch with a business acumen expert who can guide you through your solution implementation:

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