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The Blue Sheet was designed to
assist you in managing your
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Heiman Group™ philosophy of interaction with thinking as an easy to use, intuitive user interface, while linking to your organizations' customer relationship/sales force automation contact management system.

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Blue Sheet Overview | Knowledge
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When Miller Heiman introduced the Blue Sheet in 1978, it revolutionized the sales industry because it gave sellers a practical and consistent framework for applying the innovative Strategic

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Selling® methodology. Before the Blue Sheet, sellers relied on instinct to navigate the sales process, using a series of best guesses to identify ...

The Blue Sheet: History and ... -
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visibility into sales opportunities, documenting plans with the program ' s Blue Sheet. This involves first identifying all key players in the customer ' s organization, understanding each player ' s degree of influence ... Miller Heiman Group is built on

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well-known brands such as Miller
Heiman, AchieveGlobal,

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The Miller Heiman sales process
is a proven framework to ensure
that salespeople are thoroughly

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covering a given account. It is a methodology that goes through the sales process by creating opportunities, managing opportunities, and managing relationships. The core of the Miller Heiman approach involves three steps:

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An Introduction to the Miller
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Miller Heiman Group now owns
both of those sales training
solutions that defined the modern
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the heart of the Strategic Selling® sales methodology has been updated to align with perspective-based selling and is now accessible to sales teams via the cloud.

A Guide to Sales Methodology |
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Blue Sheet Strategic Analysis

Version: 1.0 Date: November 2008

Page 5 timing, the information required and an events log that will help focus the next phase of the account management. 3. Summary
The Blue Sheet approach is a helpful process in that it provides

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an analysis of the obstacles
present in the account today along
with

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The famous Miller Heiman
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can now be fully integrated into most leading CRM systems such as Salesforce.com enabling ease of use, collaborative working and powerful review and forecasting tools for sales management.

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Notes from the book by Miller
Heiman: The New Strategic Selling
Joe Murphy 770.662.5700 PAGE 2
The NEW Strategic Selling The
following is an outline of the book
from Miller-Heiman. Please read
the information contained in this

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Strategic Selling Primer and Notes
The Miller Heiman methodology
strives for a win-win situation for

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both sides – sellers and buyers, since only then a long term business relationship can be built. Therefore, one should only sell to the buyers what they really need and what actually confers them an advantage.

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Strategic selling: the Miller
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Miller / Heiman developed their
system after observing the most
successful salespeople over a long

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period of time. They observed 4
buying influences. The Economic
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influence with control of the
budget, they are bottom line
focused and ask the question,
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will it help us execute our ...

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