

Verizon Velocity Selling

Strategic Ops Only
WIP - 2/21/24



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Program Goal & Executive Summary

1. What?

1. *“Create and deliver a standardized sales process with a fundamental core methodology rooted in the Verizon Velocity Selling program, that can be replicated across multiple VZC business segments.”*

1. Who?

1. ENT Sales Segment - CPs, MPs, SE, and ProServe

1. Why?

1. Too many different sales methodologies/philosophies utilized across the teams
1. Lack of standardization greatly diminishes ability to measure successful actions
1. Current processes are not memorable, repeatable, consistent, or effectively data driven

1. How?

1. Utilize current feedback from sales makers/leadership and Velocity Selling model to generate an overall smoother process
1. Leverage connections within VBG Wireless space to make VVS not only impactful from methodology standpoint, but also systematically effective to both frontline sales & leadership



Selling Process - Current State vs. Potential State

Sales Convo Framework

- How to have effective conversations with customers

Manual Funnel & Forecasting

- Forecasting and funnel based on gut feeling

Manual Sales Stages

- Sales reps move opps through the lifecycle

No consistent methods for:

- Opp Management
- Comprehensive Territory Planning
- Coaching Model to support Sales Methodology
- Fact based forecasting
- Automation

Sales Convo Framework

- Utilize Velocity Dialogue

Pipeline & Opportunity Management

- What vital info is needed to win?

Coaching to Velocity Selling

- How will leaders support reps to win more deals?

Territory & Funnel Management

- Using my tools to land, expand, and grow

Intelligent Funnel & Forecasting

- Forecasting and funnels based on data

Automated Sales Stages

- Opps move through life-cycle automatically



Program Overview



*“The new VZC Sales Motions program is a hybrid structure with the Verizon Velocity Selling model as the overall **framework structure**. Additional layers have been added to accommodate VZC segments.”*



Art

Pitch, Process & Methodologies

P V P V C



Science

Sales Performance Analytics & Intelligence



Magic

Tools, Automation & Sales Coaching

S.   P. 



Sales Methodology

Foundation of Verizon Velocity Selling including advanced Sales Skills and Opportunity Management



Strategic Account Planning

Insight and value creation through relationship development. Analyze, align, then act



Value Added Selling

Consultative conversations focused on business outcomes, powered by our innovative value platform



Data & Intelligence

Predicted quota and bookings attainment

Funnel predictive models

Leading & Lagging KPIs



Tools & Automation

Stakeholder Relationship maps

Automated sales forecasting

And much more

Adopted into Sales culture through L&D and on-going Sales Enablement reinforcement





VVS is a **system** that ties together 3 important things!

- 1 The Art - Sales Methodologies
- 2 The Science - Data & Intelligence
- 3 The Magic - Tools & Automation

For this training deck, the focus will be on **The Art** piece of VVS.

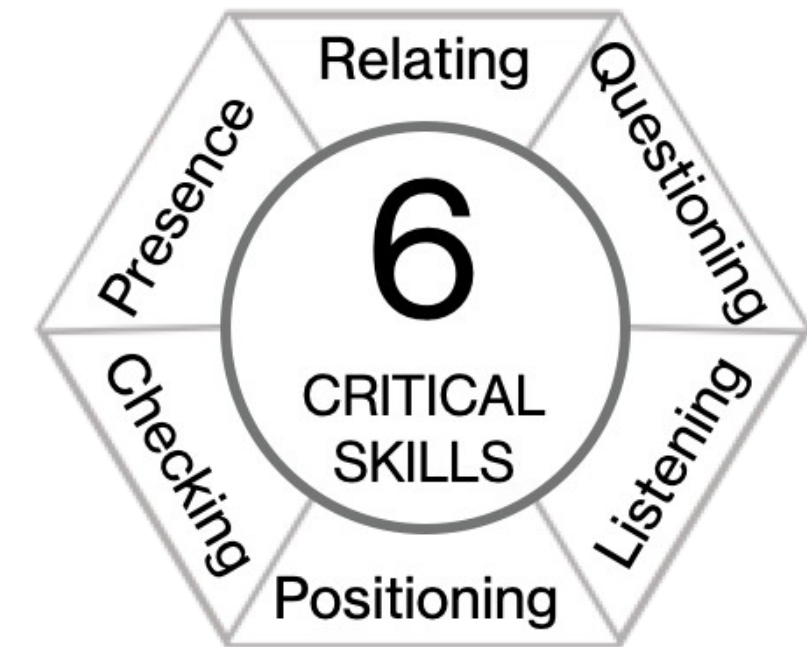


The Art: Sales Methodology

Consists of two main components:

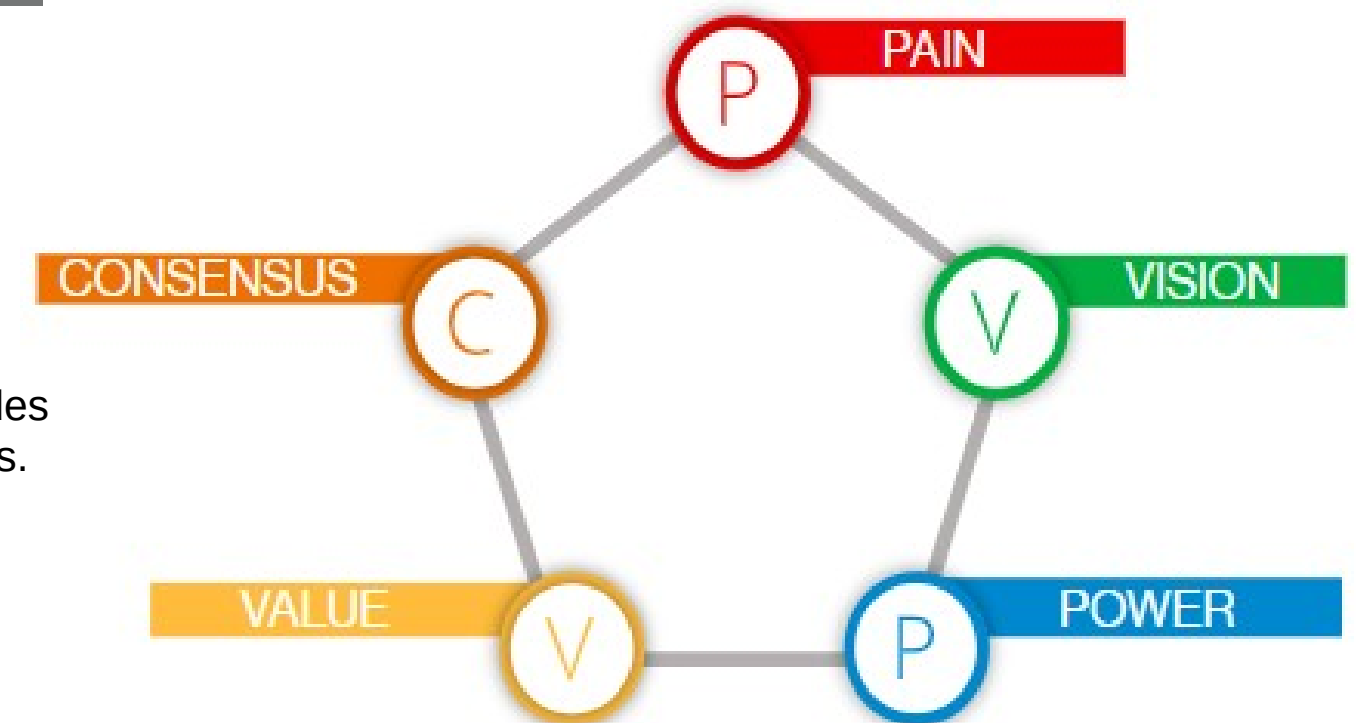
6 Critical Skills

Observable behaviors that support successful sales conversations



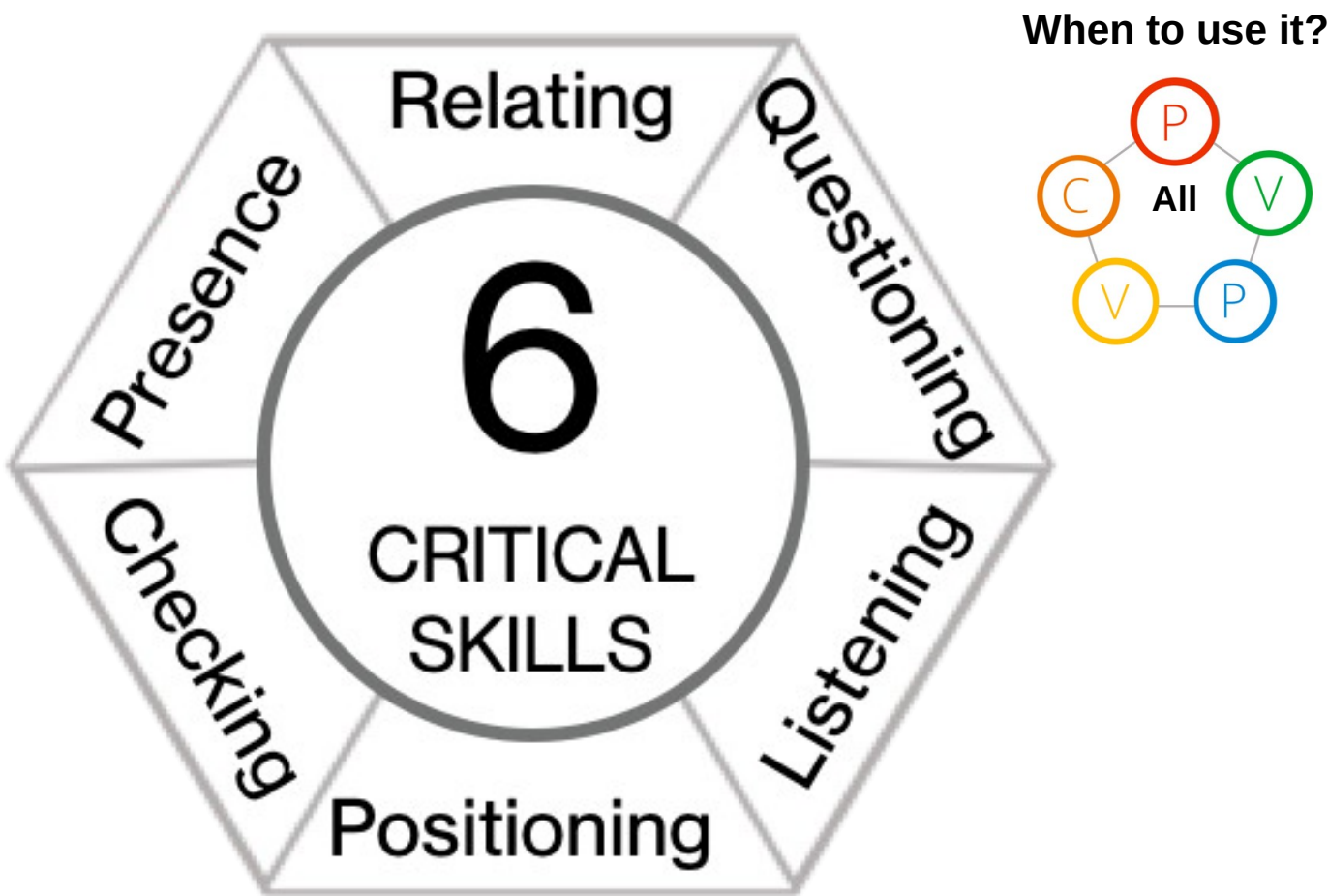
Opportunity Vitals

PVPVC **Opportunity Scoring** provides fact-based insights into opportunities.



6 Critical Skills

The foundation of VVS starts with the six critical skills. These are the observable behaviors that support a successful sales conversation.



Relating	Using acknowledgment, rapport, and empathy to connect
Questioning	Fostering openness and creating dialogue to uncover, explore, shape, and define needs
Listening	Actively understanding content and emotional messages in order to show interest, connect, learn, and build trust
Positioning	Presenting compelling information in a relevant, tailored, and logical way to be intellectually and emotionally persuasive
Checking	Eliciting feedback to inform your next move in the dialogue
Presence	Projecting confidence, credibility, and conviction in body language, voice, and words to show interest, gain respect, and inspire trust



Prepare, Engage, Advance

The conversation model used to pursue the Opportunity Vitals and move through the sales process.

- Prepare - Use tools to prepare for your customer interaction
- Engage - Utilize the 6 critical skills to have a good dialogue with the customer
- Advance - Reflect on the conversation, score the vitals, and assess your next move

When to use it?



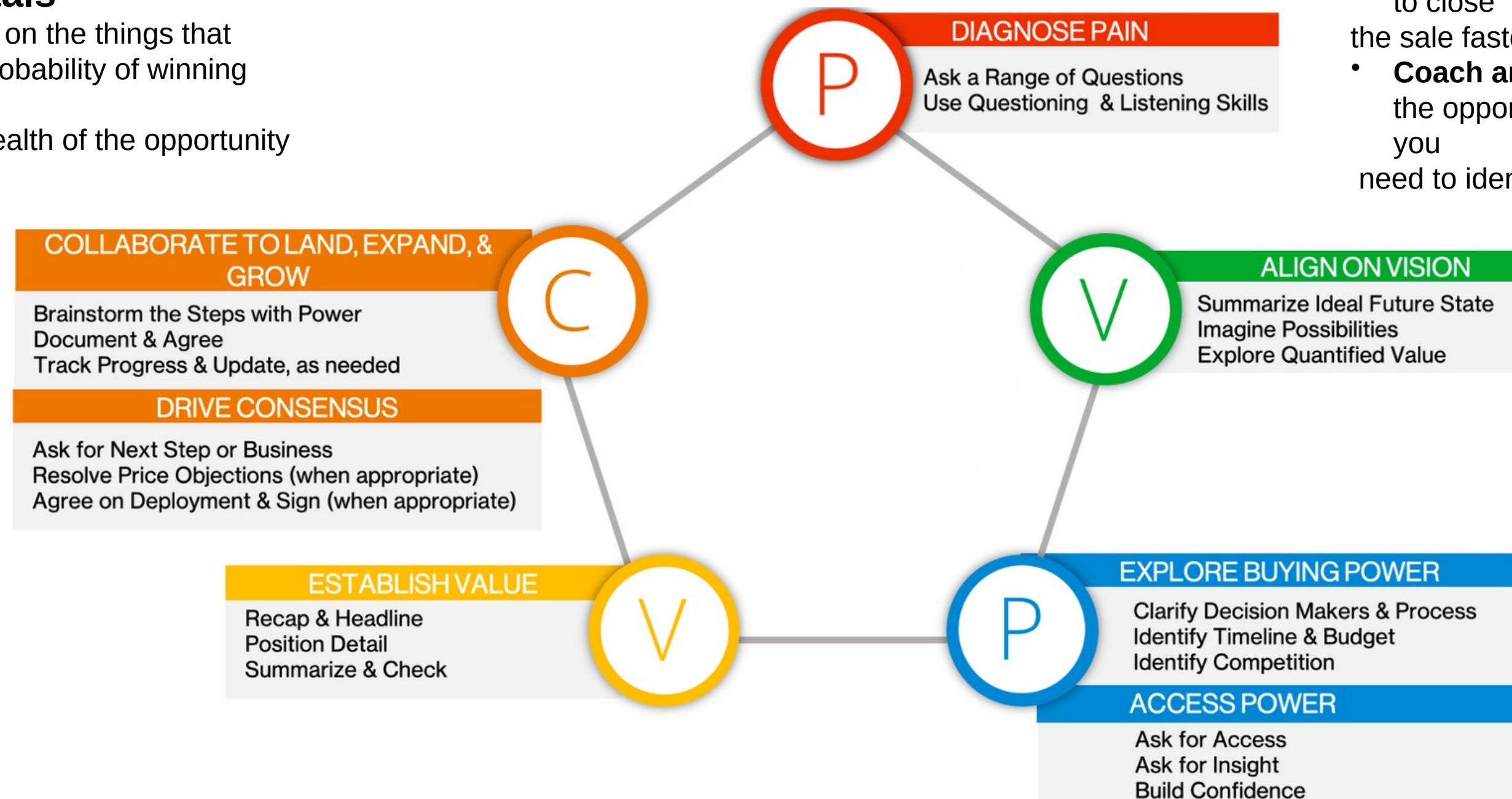
Opportunity Scoring

Opportunity scoring and opportunity reviews provide the data you need to keep funnels clean and healthy.

- **Lean into facts** - The score of an opportunity tells/shows the health of the opportunity
- **Increase speed to close** - Focus on the vitals with low scores within the opportunity to close the sale faster
- **Coach and support** - If you are stuck, use the opportunity scoring to refocus on what you need to identify

Opportunity Vitals

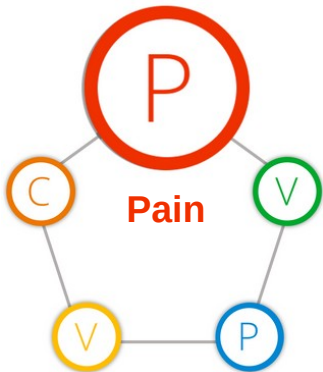
- Helps you focus on the things that increase your probability of winning deals
- Measures the health of the opportunity



4 Ps of Questioning

Use these to foster openness and create dialogue that uncovers the customer’s needs so you can build your pitch and value statements

When to use it?



- Phrasing** - Open ended questions and manage your tone to shape perceptions
- Prefacing** - Give the rationale with supporting benefits, trading, and acknowledgements
- Pursuing** - Ask drill-down questions to learn more and clarify any ambiguities. Use MOM questions to quantify:

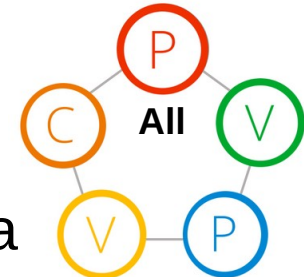
(How **M**uch, How **O**ften, How **M**any)

- Pacing** - Be silent after asking questions, ask one question at a time, and don’t answer your own questions



Resolving Objections Model

When to use it?



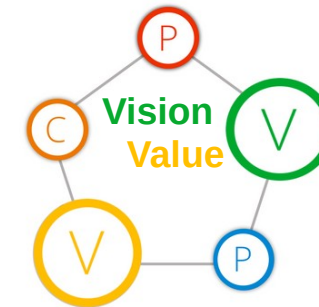
The Resolve Objections Model provides a proven process for defusing defensiveness and engaging the customer in dialogue to understand and resolve their resistance.

Relate by Acknowledging	<ul style="list-style-type: none"> Acknowledge the objection Use empathy, when appropriate
Question and Listen	<ul style="list-style-type: none"> Ask a broad, open-ended question to understanding the objection Uncover the underlying concern and reasons for the concern
Position	<ul style="list-style-type: none"> Tailor your response to the customer’s needs Use concise and specific wording
Check	<ul style="list-style-type: none"> Ask an open-ended checking question to get feedback on how to proceed Repeat the process, as needed

Build your pitch: Value Statements

A model you can use to build a pitch that links your capabilities to a known or potential customer issue.

When to use it?



ISSUE

What's important to the customer?

Important customer topic, problem, or need that you can help to solve

ACTION

How can you help?

Capabilities the customer can use to address the issue

VALUE

So what?

Positive outcomes that the customer could experience

Start with cause:

- “You described how...”
- “You shared that...”

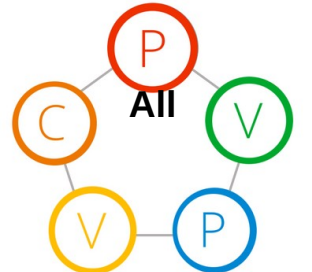
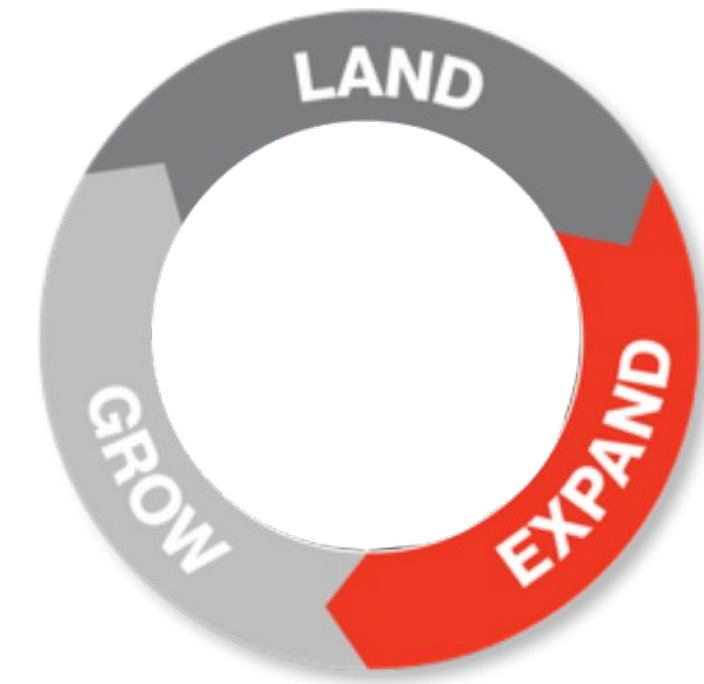
Insert customer-centric specific language:

- “Imagine if you could...”
- “What if you were able to...”

End with value:

- “You could gain...”
- “You could save...”

When to use it?



Land, Expand, Grow

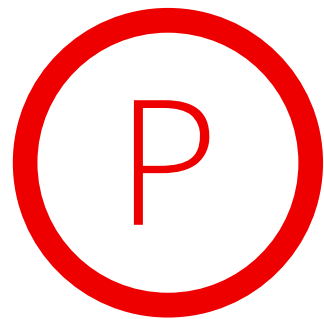
Use Verizon Velocity Selling to sell across our complete portfolio.

- Land - Solve the customer's pain to **LAND** the first opportunity
- Expand - Build on their vision to **EXPAND** additional services
- Grow - Position above the network solutions to **GROW** the account



Opportunity Scoring

PAIN



0	No identification of need or pain
1	Customer admitted need
2	Pain discussion started with vision
3	Customer confirms documented pain and causes

VISION



0	No vision
1	Vision discussion started
2	Vision includes differentiation
3	Power agrees differentiated solution meets vision

POWER



0	Power not known
1	Power identified
2	Access to vision agreed
3	Access to vision documented and confirmed

VALUE



0	No value established
1	Value discussion started
2	Quantified value discussion started with vision
3	Power agrees value linked to differentiated solution

CONSENSUS



0	No next steps uncovered
1	Decision-making steps identified
2	Decision-making steps documented and agreed upon
3	Signed agreement



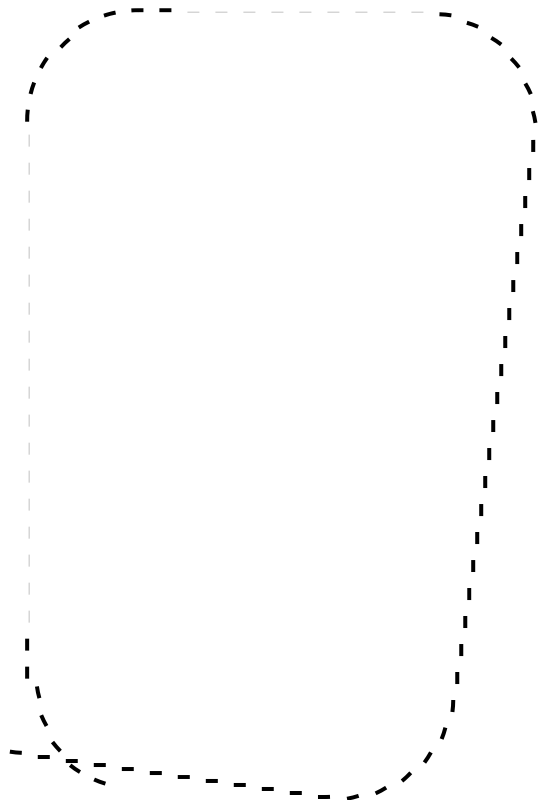
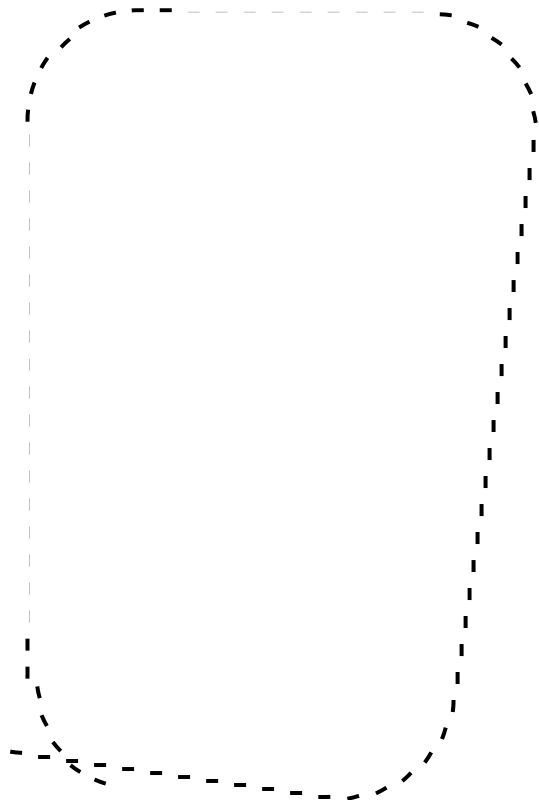
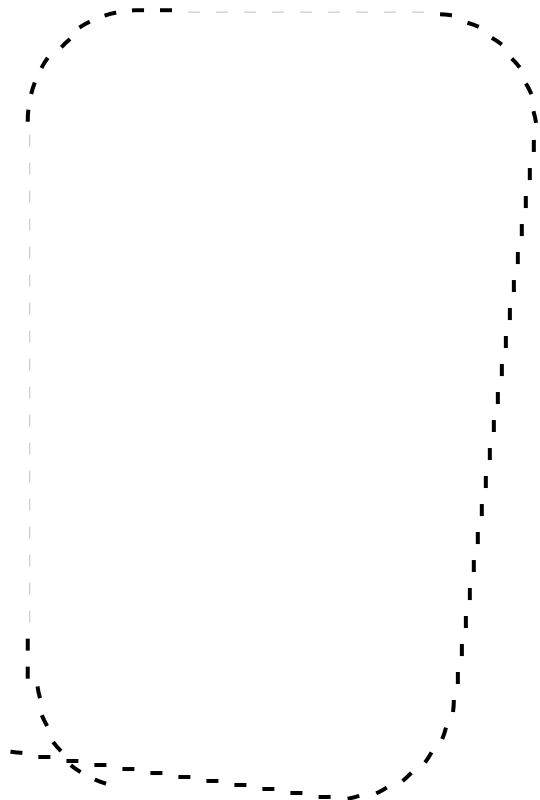
What we have in SMBS today.

Sales Conversation Framework

How to have effective dialogue with a customer.

Learning Module:

- Consultative Selling



Manual Funnel & Forecasting

Forecasting and funnels based on gut feeling.

Learning Module:

- New Hire: Funnel Management

Manual Sales Stages

Sales Reps move opportunities through the lifecycle.

Learning Module:

- New Hire: Funnel Management

No consistent method for:

Opportunity Management (Sales Formula)

Comprehensive Territory Planning

Coaching Model to support the Sales Methodology

Fact based forecasting

Automation

We also need:

Memorable

Repeatable

Data Driven vs Gut Driven

Less Variable



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What is different about the Velocity Selling System

Sales Conversation Framework

How to have effective dialogue with a customer.

Learning Module:
• *Velocity Dialogue*

Pipeline & Opportunity Management

What vital information do I need to win this opportunity?

Learning Module:
• *Velocity Selling*

Coaching to Velocity Selling

How will leaders support reps to win more deals?

Learning Module:
• *Coaching to Excellence*
• *Opportunity Review*

Territory & Funnel Management

Using my tools and sales plays to land, expand, and grow.

Learning Module:
• *Velocity Prospecting*
• *Account Strategy*

Intelligent Funnel & Forecasting

Forecasting and funnels based on data.

Learning Module:
• *Science and Magic*

Automated Sales Stages

Opportunities move through the lifecycle automatically.

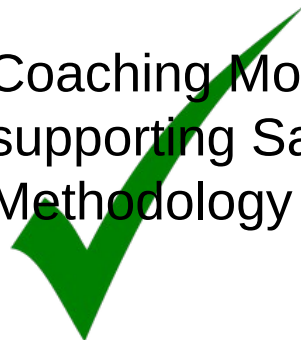
Learning Module:
• *Science and Magic*

A consistent method for:

Opportunity Management
(Sales Formula)



Coaching Model supporting Sales Methodology



Comprehensive Territory Management



Fact based forecasting



Automation



Now we have:

Memorable

Repeatable

Less Variable

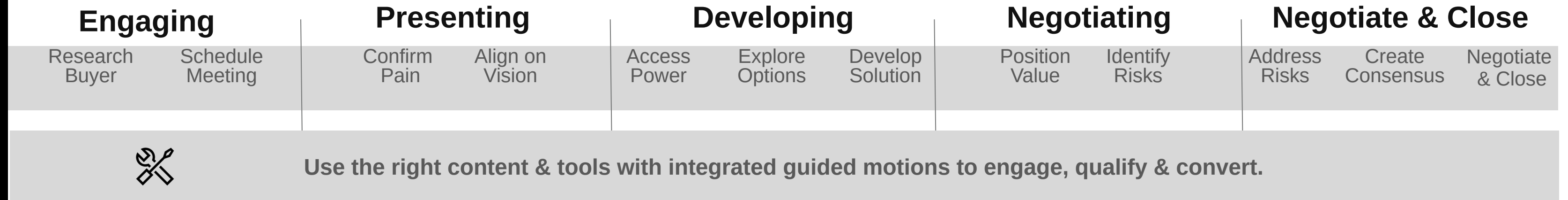
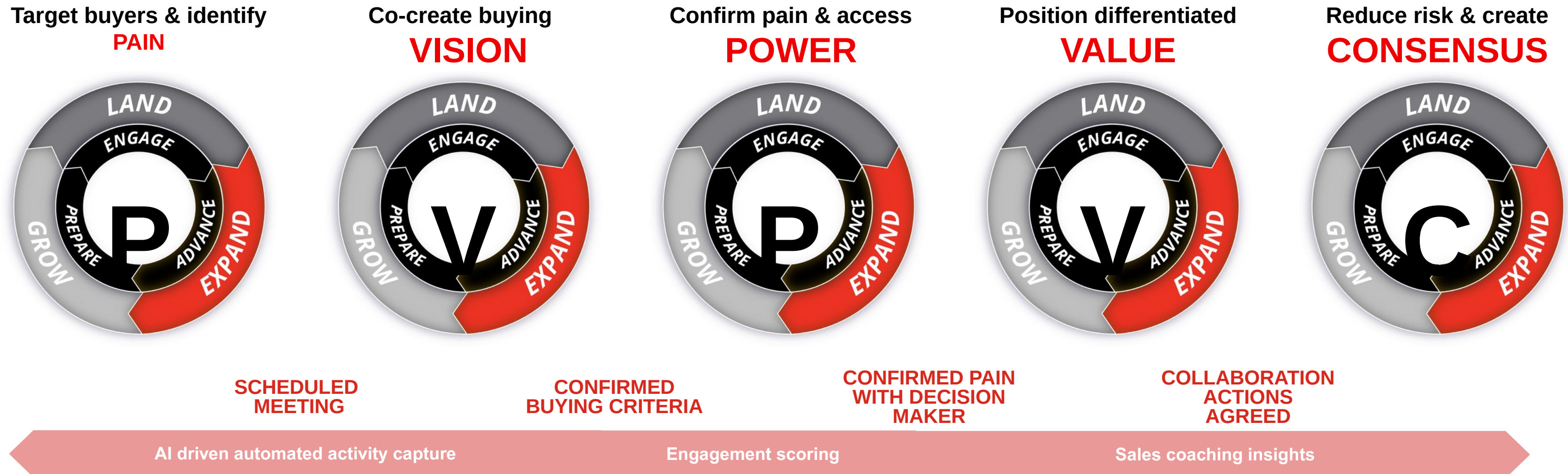
Data Driven

Improves Career Mobility



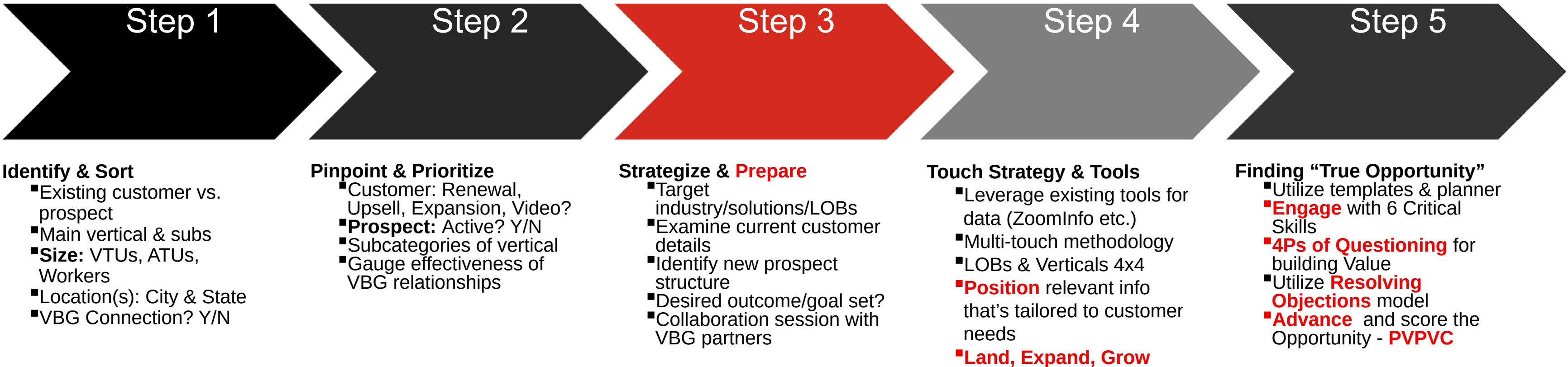
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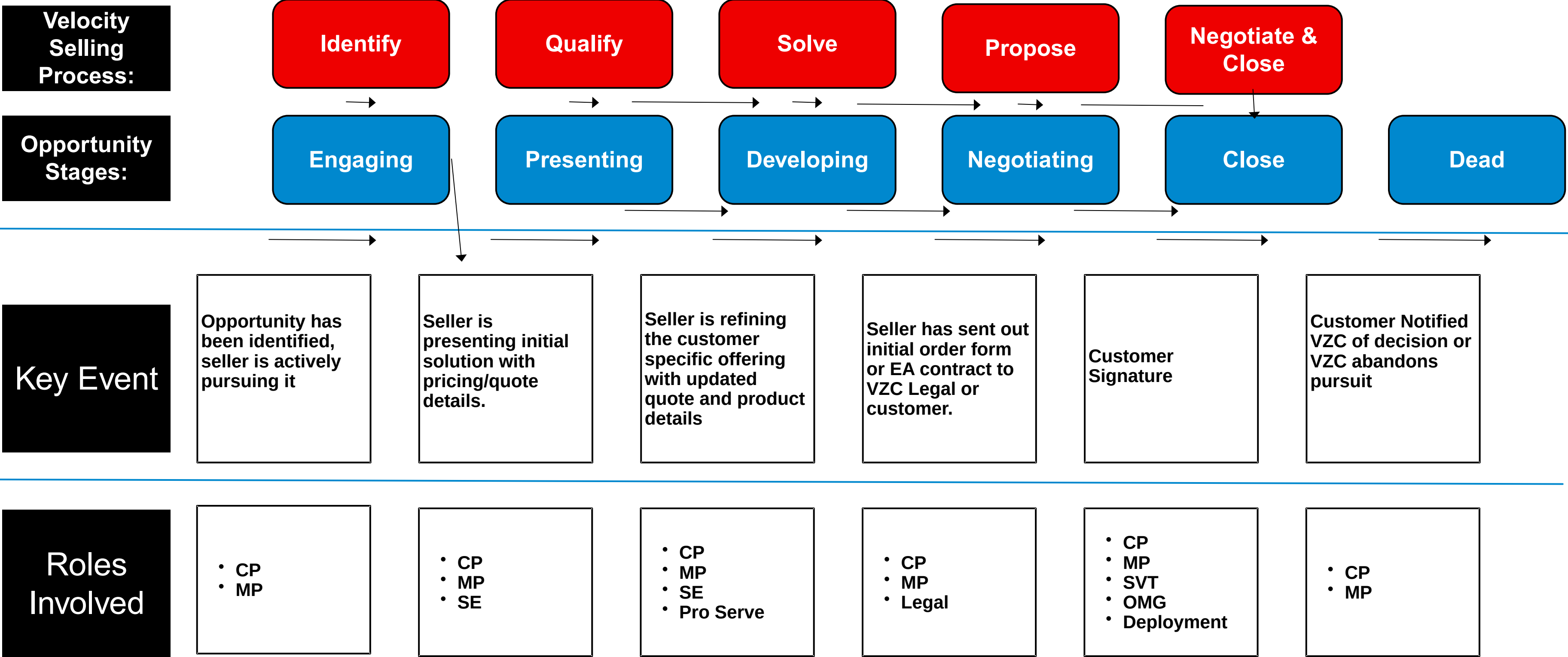


Module Organization & Customer Engagement

Utilize a **consistent method** to sort and prioritize current account module, and leverage **Velocity Selling** to identify and generate a “true opportunity”.



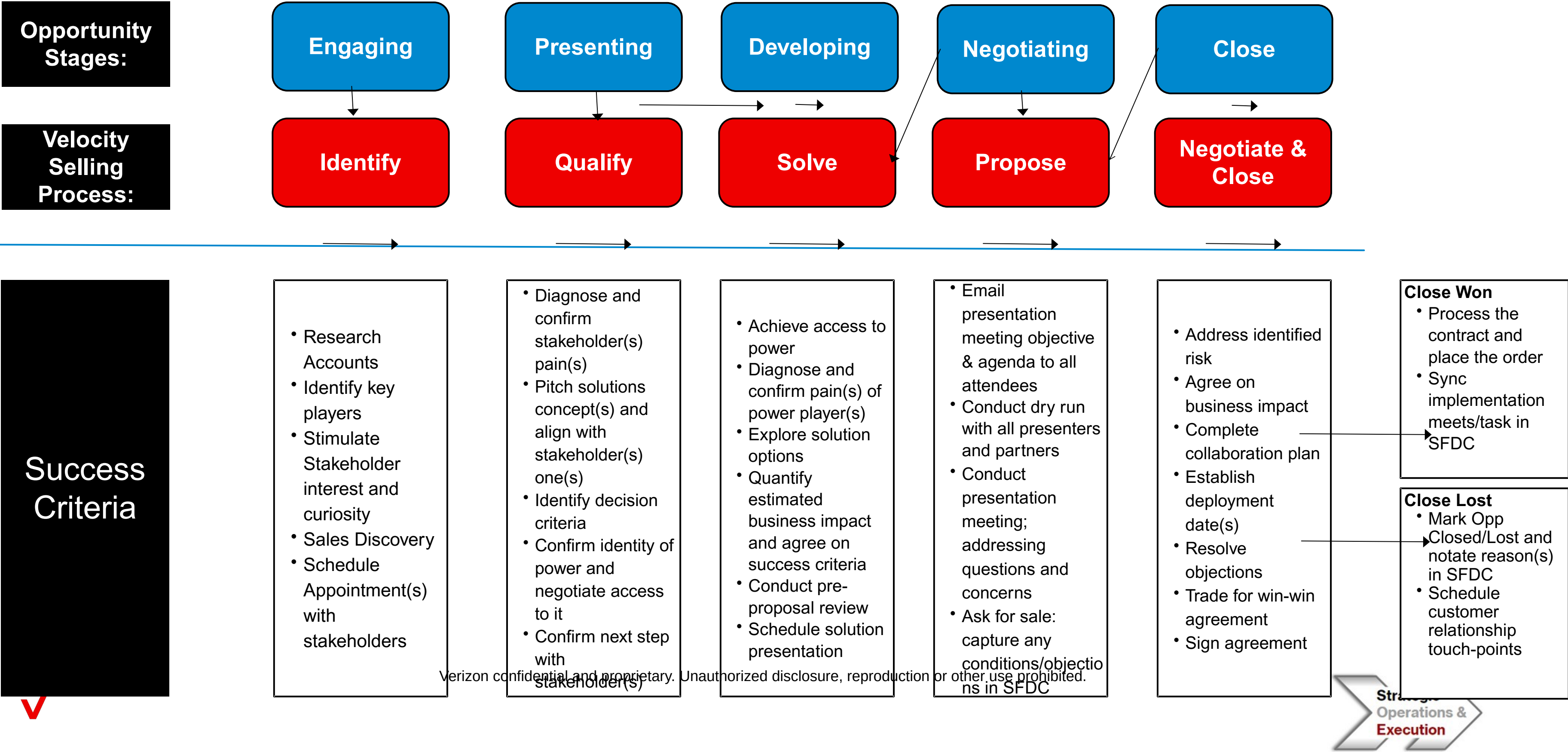
Opportunity Stages/Milestones



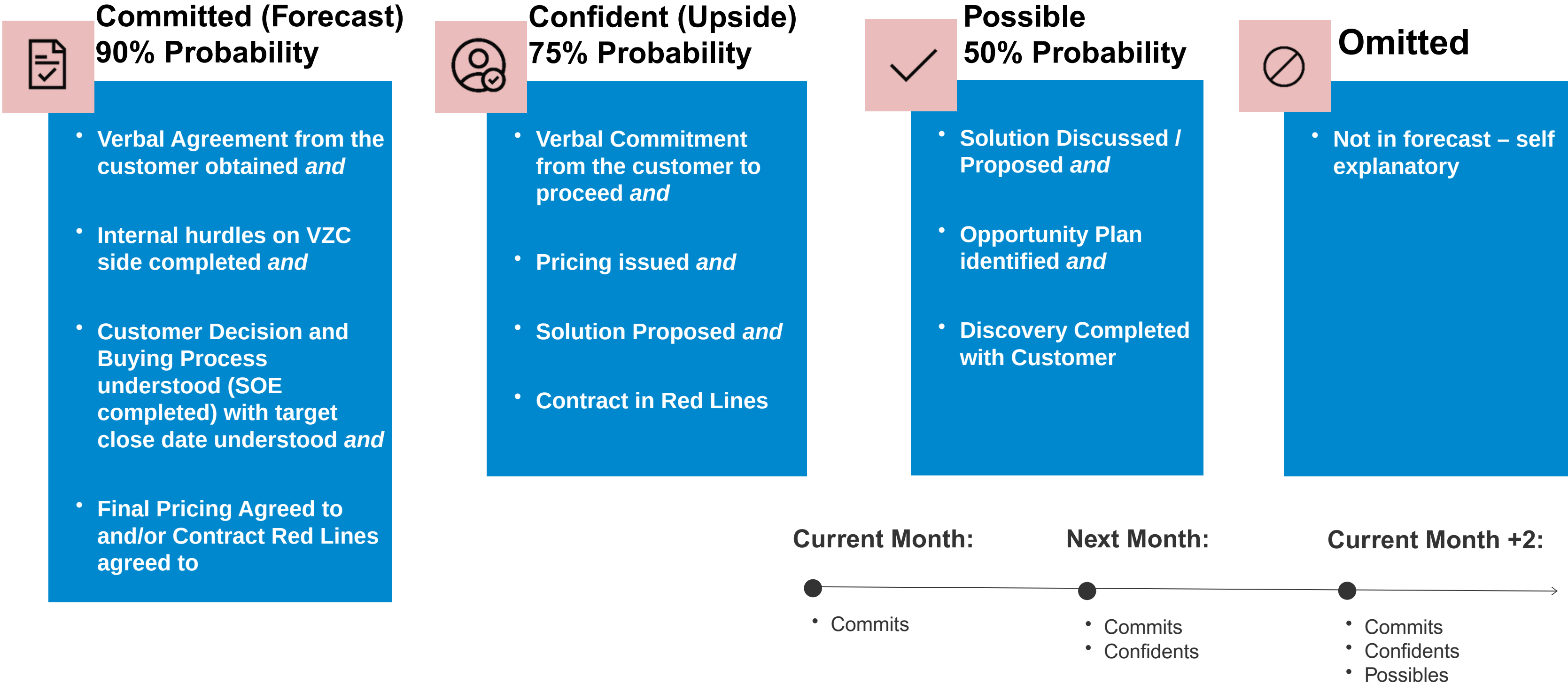
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Opportunity Stages/Success Criteria



Funnel Status - Current Process



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Funnel Status - VVS Opp Scoring

	 Committed	 Confident	 Possible	 Omitted
	Scoring Range			
	3	2	1	0
 Pain	Customer confirms documented pain and causes	Pain discussion started with vision	Customer admitted need	No identification of need or pain
 Vision	Power agrees differentiated solution meets vision	Vision includes differentiation	Vision discussion started	No vision
 Power	Access to vision documented and confirmed	Access to vision agreed	Power identified	Power not known
 Value	Power agrees value linked to differentiated solution	Quantified value discussion started with vision	Value discussion started	No value established
 Consensus	Signed agreement	Decision-making steps documented and agreed upon	Decision-making steps identified	No next steps uncovered

