

SELL SMART.

You don't get what you don't ask for.

Bridging the gap between Sales and Procurement



Salespeople spend less than 22% of their time actually selling.

Innovative sales leaders have reinvented the selling experience for their teams, by applying practical insights in selling to and through Procurement.

With Business Fierce, leading enterprises are gaining new leads, cross-sells, up-sells, and faster sales cycles.

Business Fierce leverages years of being sold to by the largest companies in the world to maximize your sales teams leverage when selling to Procurement & Supply Chain.



CHALLENGES



- Complex sales process at clients
- Procurement always wants a lower price
- Sell faster when working around Procurement to close a deal
- Procurement does not understand the value proposition we provide
- Procurement does not listen or understand how we are helping the business

KEY BENEFITS



- Become a *Procurement Insider*
- Learn how and what is important to Procurement
- Know how to speak Procurement's language
- Speed sales process and increased margins
- Respond to RFP's with creativity to stand out from your competition



SELL SMART.

Does your team struggle when selling to Procurement/Supply Chain?
*STOP the madness and learn how to elevate your sales messaging,
increase trust with customers and deliver stronger results.*

OUR APPROACH



Assess

Value centered inventory:

- survey sales team
- critique selling materials
- provide value-based recommendations



Train

Procurement Insider training:

- inside view of Procurement
- language & metrics used
- effective selling and negotiation tactics



Optimize

Advisory services:

- customer relationship specific coaching
- develop whitepapers
- deliver winning RFP proposals

What sets us apart!

We believe every seller should maximize their leverage when selling to and through Procurement.

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