



## CORE SKILLS

- 1. Interpersonal Relationship Building
- 2. Understanding Customer Needs
- 3. Sales Strategy Data and Development
- 4. Continuous Improvement
- 5. Decision Making and Executive Presence

## WHAT GREAT LOOKS LIKE

- › Ready access to influencers and decision-makers, from engineers to C-suite; expert on the customer
- › Recognized as the trusted advisor between Woodward and the customer at multiple levels in the organization (technical and strategic)
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- › Leverage relationships to create opportunities for regular communication and greater understanding of opportunities
- › Use understanding of customer and relationships to proactively identify and act on customer opportunities

## SELF ASSESSMENT

In your current role:



What is your level of proficiency in this skill?



How frequently do you demonstrate this skill?



How confident are you in your ability to apply this skill?

## ON THE JOB DEVELOPMENT EXPERIENCES

- › Shadow Sales Manager in important customer conversations and reflect
- › Identify differences in conversations/presentations with variety of stakeholders
- › Draft presentations for senior leaders and review with Sales Manager
- › Participate or present in MOR and monthly strategy meeting, demonstrating objectivity
- › Lead customer/internal conversations and receive feedback in low-risk situation

## AVAILABLE TRAINING

[Develop Interpersonal Skills for Inclusive Workplaces](#), 43 mins.[Building Trust](#), 54 mins.[Using Authenticity to Build Productive Relationships](#), 34 mins.[Working at the Speed of Trust](#), 2 hrs.



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## WHAT GREAT LOOKS LIKE

- › Strong ability to profile, test, and continually update identification of influencers and decision makers; structured approach to identify and test
- › Leverage understanding of influencers and decision makers to drive high win/lose ratio
- › Deep understanding of care-about of customer to drive high value sales and ongoing relationships
- › Leverage understanding of customer and Woodward to create long term, profitable partnerships
- › Connect the right Woodward experts at the right time to the customer to successfully manage the partnership

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## ON THE JOB DEVELOPMENT EXPERIENCES

- › Use sales tools (Miller Heiman) to document and review influencers/decision makers
- › Regularly review influencers/decision makers map to question and validate using data
- › Debriefing conversations/meetings with customers to identify individual care-about
- › Sales meeting prep with Sales Manager to plan WWD experts and timing

## AVAILABLE TRAINING

[A Design Thinking Approach to Putting the Customer First](#), 27 mins.

[Customer Experience: Creating Customer Personas](#), 22 mins.

[Customer Experience: Journey Mapping](#), 50 mins.



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- › Create a well documented, actionable sales strategy based on data about the customer, market, and product road maps
- › Advanced understanding of customer's strategy, P&L, and how they make money, and ability to apply that information in a sales strategy
- › Clear understanding of the customer's top criteria for suppliers, and ability to use that understanding to set Woodward up for success
- › Identify the customer's potential long-range plans, based on understanding of customer, market, and competitors. Ability to scenario plan with corresponding WWD actions
- › Clearly reads the room and is able to adjust message/tone and pivot when needed to maintain customer engagement

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## ON THE JOB DEVELOPMENT EXPERIENCES

- › Create ideal customer profile and personas and related sales strategy
- › Analyze existing/new customer data and evaluate current sales strategy
- › Attend customer growth meetings and debrief potential actions with Sales Manager
- › Participate in long range planning and strategic account review
- › Attend specific trade shows and create presentation on customers and competitors

## AVAILABLE TRAINING

[Business Analytics: Sales Data](#), 52 mins.

[Sales Pipeline Management](#), 1 hr.

[Sales Strategies and Approaches in a New World of Selling](#), 36 mins.



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## WHAT GREAT LOOKS LIKE

- › Continuous improvement mindset to always improve working relationship with customer and identify ways to grow partnership
- › Create and consistently follow a continuous process to best support the customer and grow the partnership
- › Execute a process that identifies and moves opportunities forward and builds business processes between WWD and the customer; create stickiness with the customer
- › Critique forecasts, evaluate orders to understand the ebb and flow of the customer's business; apply learnings to effectively plan and meet customer expectations

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## ON THE JOB DEVELOPMENT EXPERIENCES

- › Lead a team, preferably with cross-functional members
- › Lead identification and development of high potential team members
- › Lead a project team or direct team through disruptive change
- › Coach for high performance and conversations with courage and candor
- › Proven leadership, supervision, training, and accountability to direct Product Management Team

## AVAILABLE TRAINING

[Building and Managing a High-Performing Sales Team](#), 57 mins.

[Cross-Functional Sales Teams](#), 50 mins.



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## WHAT GREAT LOOKS LIKE

- › Clearly articulates balanced perspective between customer and Woodward needs, using language that resonates with key decision makers and executives
- › Evaluate risks vs rewards to make the right decision for Woodward and the customer
- › Crisp and succinct in communication, targeted to what the stakeholder or executive cares about to make decisions
- › Speaks with confidence to represent Woodward and the customer without bias; accountable for the decisions made on behalf of Woodward

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## ON THE JOB DEVELOPMENT EXPERIENCES

- › Prepare agenda, key messages, communication materials for review before customer meeting
- › Present Woodward solution for RFQ's to key stakeholders internally & externally
- › Prepare commercial alternatives for a given requirement/issue to influence customer
- › Creating one pager on "Why Woodward" for selected/key opportunities
- › Shadow experiences Sales Manager in their communications with different stakeholders

## AVAILABLE TRAINING

[Critical Thinking for Better Judgement and Decision Making](#), 57 mins.

[Strengthen Your Decision Making with Generative AI](#), 55 mins.

[Crafting Questions to Make Better Decisions](#), 34 mins.

[Nano Tips to Project Confidence and Executive Presence](#), 8 mins.

[Showing Executive Presence in Person or Remotely](#), 36 mins.