



CORE SKILLS

- 1. Networking Skills
- 2. Business Acumen
- 3. Value Selling at Multiple Levels
- 4. Business Generation
- 5. Communication and Influence

WHAT GREAT LOOKS LIKE

- › Strategic use of large network of industry contacts; key relationships with senior executives/decision makers within industry
- › Expert ability to navigate an organization to understand and identify the decision makers (blue sheet), their power in the process, and their care-about
- › Leverage connections and network to develop coaches and sponsors within organizations to navigate the organization and influence decision makers
- › Understand care-about of organization decision makers, and leverage internal network to bring in right people at right time to influence

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

- › Create network map of sponsors, decision makers, influencers of customer
- › Form network of internal connections within Woodward and understand their role
- › Attend trade shows, events, customer conferences to develop and expand network
- › Identify the priorities and care-about of potential customer, how they make decisions
- › Shadow SM as they connect with customer; understand how they approach them

AVAILABLE TRAINING

[Digital Networking Strategies](#), 40 mins.

[Super Connecting: The Secret of Professional Networking](#), 54 mins.

[The Ultimate Guide to Professional Networking](#), 60 mins.



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WHAT GREAT LOOKS LIKE

- › Strong understanding of organization's business strategy to develop an account/opportunity sales strategy (gold sheet/blue sheet) to win
- › Utilize data (e.g., IIR, news release data, project information) to target new opportunities; understand trends, what's hot in the market to identify opportunities
- › Understand internal costs, margin expectations, how potential customer evaluates and priorities CapEx projects. Use ROI, financial metrics to frame benefits
- › Create a winning solution for the customer based on the total business picture and the customer's financial situation

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ON THE JOB DEVELOPMENT EXPERIENCES

- › Analyze potential customer/opportunity (e.g., SWOT)
- › Analyze industry, market segment, region to identify opportunities and prioritize
- › Create deal review to demonstrate why it is beneficial to Woodward and the customer

AVAILABLE TRAINING

[The Science of Selling: Proven Strategies to Close the Deal](#), 1 hr.

[Nano Tips for Sales Strategy Success](#), 16 mins.

[Sales Strategy: Qualifying Opportunities](#), 41 mins.

[Building Business Acumen](#), 41 mins.



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WHAT GREAT LOOKS LIKE

- › Strong knowledge of your offering, the competitor's offering, and what the potential customer cares about to understand the strength of your offering
- › Demonstrating an ability to create and message value to different audiences, levels, and stakeholders
- › Understand competitive landscape and product differentiation; compare and contrast product features
- › Understand and communicate value in dollars that our offering has to the customer
- › 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

- › Complete a blue sheet on a customer opportunity and review with SM
- › Sales pitch for a potential deal (to SM and others at Woodward to role play)
- › Gather and present in-depth understanding of Woodward product vs competition
- › Shadow a SM as they interact with customer

AVAILABLE TRAINING

[How to Sell Value, Not Price](#), 36 mins.

[Purpose-Driven Sales](#), 49 mins.

[Selling with Stories, Part 2: Stories Great Sales People Tell](#), 1 hr.



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WHAT GREAT LOOKS LIKE

- › Identify ideal customer profile for product or service and potential customers who fit this profile
- › Excellent networking skills to generate new customer leads and see beyond the current deal to maximize future customer opportunities
- › Ability to create deep understanding of the customer's business, how they make money, challenges, strategy
- › Craft compelling message that links our products and services to their strategy and challenges using their language and motivators
- › Navigate barriers with customers with resilience and persistence

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ON THE JOB DEVELOPMENT EXPERIENCES

- › Shadow experienced sales manager on sales calls or meetings (prep and review)
- › Create plan and objectives for sales calls for review with manager
- › Learn product portfolio and strategy from Product Manager to link to customer need
- › Practice sales calls with manager

AVAILABLE TRAINING

[Building Business Acumen](#), 41 mins.

[Business Development Foundation](#), 52 mins.



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WHAT GREAT LOOKS LIKE

- › Clearly articulate product benefits to customer using their care-about
- › Savvy interpersonal skills to influence potential customers, read the room, understand customer needs
- › Strong ability to quickly build trust through words and actions to form relationships
- › Ability to ask questions, seek to understand, show empathy to get into the shoes of the customer

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ON THE JOB DEVELOPMENT EXPERIENCES

- › Ability to ask questions, seek to understand, show empathy to get into the shoes of the customer
- › Practice various scenarios in potential sales calls with manager (mock sales call)
- › Attend networking events and industry events with sales manager
- › Build relationships with internal stakeholders

AVAILABLE TRAINING

[How to Listen More and Talk Less in Sales](#), 35 mins.

[Mastering Authentic Influence for Highly Successful Sales](#), 1 hr.

[Storytelling to Influence Leadership and Decision Makers](#), 48 mins.

[Influencing the Decision Maker with Sales Champions](#), 39 mins.

[The Persuasion Code, Part 1: The Neuroscience of Sales](#), 49 mins.