

Leading-edge Selling Tool by Miller Heiman Improves Performance of Sales Professionals

Advanced Concepts helps organizations develop comprehensive strategies to win sales

DENVER – March 12, 2015 – Miller Heiman, the leader in global sales performance, announces the release of [Advanced Concepts](#), an on-demand sales training program that delivers relevant and actionable content on best practices to alumni of Miller Heiman's *Strategic Selling*® and *Conceptual Selling*® sales methodologies.

"When organizations invest in our sales training methodologies, we want them to know that we are there to support them throughout the whole process—not just during the initial sales training, but well beyond," said Rich Goldman, director of products at [Miller Heiman](#). "The *Advanced Concepts* tool provides the necessary discipline to extend the learning event until the processes learned become internalized."

A highly dynamic and interactive training experience that takes just 20 minutes, *Advanced Concepts* allows salespeople to quickly return to the field armed with customized action plans they can apply immediately.

Once enrolled in *Advanced Concepts*, salespeople get instant access to an array *Strategic Selling*® or *Conceptual Selling*®; an interactive of high-level training tools, including new content related to module to work on a live opportunity; and various other resources. With so many choices, they are able to select the section most relevant to their work. Each section arms sales professionals with new knowledge and actionable steps.

Sales managers receive an exclusive module in every section to help them support their teams through various sales challenges. Those insights equip sales managers with best practices to incorporate in coaching sessions.

"From our research, we know that coaching is not always consistent or effective. Because sales managers are the true stewards of any change initiative, we want to provide them with the resources they need to coach and map out strategies with their teams for each opportunity they pursue," said Leigh Hooker, chief operations officer at Miller Heiman. "*Advanced Concepts* provides the necessary tools to empower sales managers to drive sustained improvement."

To learn more about *Advanced Concepts* visit www.millerheiman.com/advancedconcepts.

About Miller Heiman

Miller Heiman, an [MHI Global](#) Company, is the proven leader and innovator in sales execution. For more than 30 years, the company has helped businesses grow profitable sales by increasing their close rates, lowering the cost of sales and reducing the length of the sales cycle. Miller Heiman's common framework of easily repeatable methodologies, combined with a tradition of research and thought leadership, helps firms of all sizes win complex sales. Miller Heiman is a worldwide leader in sales performance with programs in 20 languages and corporate offices in the United States, the United Kingdom and Australia. For more information, visit www.millerheiman.com or @millerheiman.

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