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In the sales industry, few resources are more iconic than Miller Heiman Group's Blue Sheet. A staple in sales organizations across the world for decades, the Blue Sheet brings structure to the sales process, aligning strategies for winning complex deals with our highly successful Strategic Selling® methodology.

The Blue Sheet: History and ... - Miller Heiman Group

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But as Miller Heiman Group's core sales methodology, Strategic Selling®, continues to be the go-to framework for companies around the world. Now called Strategic Selling® with Perspective, the methodology sits alongside Conceptual Selling®, Large Account ManagementSM, SPIN Selling® and Professional Selling Skills® as the company's most popular sales training programs.

A Guide to Sales Methodology | Miller Heiman Group

A Blue Sheet is part of a salesforce app from Miller Heiman. Do you have the MH app installed in your salesforce instance? If you do have the app installed, you should see a large Miller Heiman Launch button on your opportunity record (not in edit mode).

Blue Sheet - Answers - Salesforce Trailblazer Community

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The most solid client reference lists come from Miller Heiman's Strategic Selling and Sales Performance International's Solution Selling. MEDDIC also attracts with its simplicity and focus on the fundamentals of decision making, while Command of the Sale does a great job in creating value-based messaging. So there you have it.

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