



Close the Sales Productivity Gap Win More Deals

Companies are facing a crisis in sales productivity, and it's progressively getting worse. According to research from CSO Insights, only 58% of reps made or exceeded quota last year, down from 63% the year before.

Why? B2B companies are struggling to adapt to the new buying behavior - in many cases, 70% of the buying cycle is over before a sales rep gets introduced. That rep now has to pick up the conversation where the buyer's extensive research left off. The rep needs to show value through their conversation by expressing their ability to solve the buyer's problems. They need to do this with messaging and insights relevant to each stakeholder in the buying process. If the rep can't communicate that value because they don't have the knowledge or technique to tailor their message, the conversation is over and the deal will stall or worse - disappear.

Performance Support and Sales Content

The Value Shift delivers sales performance support systems, focused on packaging and delivering knowledge and tools that accelerate sales experience and foster better, more productive conversations with today's buyers.

Performance Support: From Strategy to Implementation

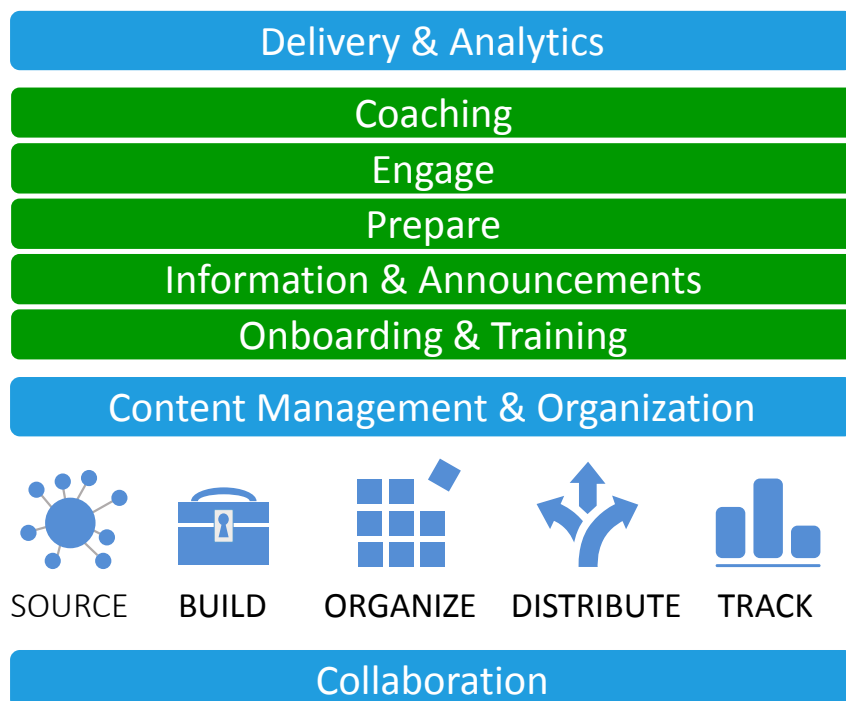
The Value Shift team creates, manages, delivers and tracks **relevant, compelling sales content** for your reps when and where they need it, in the format that will make the most impact.

Our **content publishing process** ensures efficiency, superior quality and high relevance. Because it's designed specifically for sales teams this content will have high usability and drive results.

The Value Shift performance support system uses **technology** to support content creation workflows and collaboration. We ensure that reps can easily access the right knowledge and content for the right prospect, at each stage of the buying cycle. This is in contrast to traditional sales training or sales tools, where all knowledge is provided infrequently, all at once, and out of context, so it's quickly forgotten.

Performance support is an ongoing process. For maximum effectiveness, The Value Shift provides continuous monitoring and **administration**, freeing your team to focus on meeting and exceeding their sales quotas.

The Value Shift Performance Support System



Our Services

The Sales Performance Blueprint

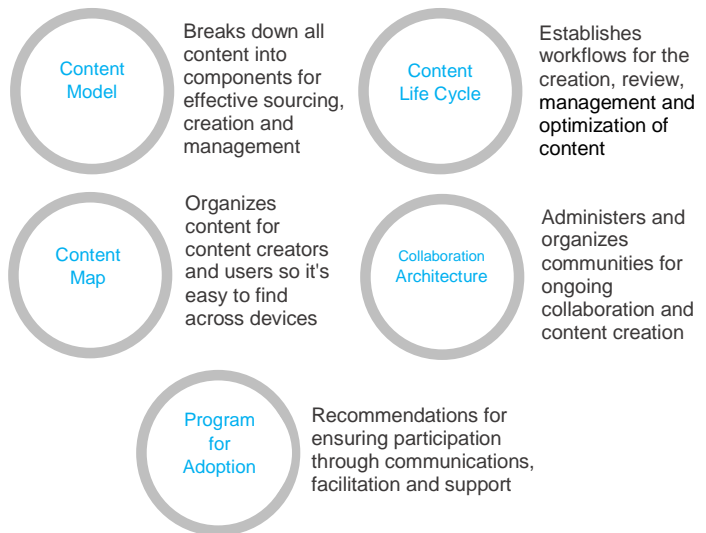
At the start of a consulting engagement our content strategists will administer online surveys to your sales reps, interview sales and marketing managers and conduct an audit of existing sales content. With those insights, they direct a one-day workshop with your sales and marketing team to identify your unique sales productivity challenges and how to best solve them. At the end of the workshop the entire team comes to consensus on shared steps and responsibilities.

After the workshop, our team delivers and presents a customized performance support blueprint. This blueprint is the foundation for publishing effective sales tools and content and defines the entire process, from creation, management, delivery and optimization.

The Sales Content Toolkit

Our services ensure that the right content is developed in the right format and in context with your company's needs. We use interview techniques and technology that makes it fast and easy for your subject matter experts to provide foundational knowledge.

5 Elements of the Sales Performance Blueprint



Our content professionals – sales enablement experts, writers, graphic designers – use this knowledge to produce each section of the sales toolkit:

Key Messages to describe your solution's key capabilities and associated benefits for your buyer personas and decision makers

Insights to help the customer better understand their business problem, and set the context for your conversation.

Engagement Tools to describe solutions and provide proof of value for buyer personas.

Questions that demonstrate your business expertise and uncover motivations to buy.

Competitive Positioning to highlight your unique capabilities as compared to alternatives.

Objections and responses to address them in the context of the concerns of your prospect.

Performance Support Administration

Performance support is not a one-and-done event. To remain relevant, sales content needs to adjust to the changing nature of the business and the industry. An effective program includes strategies to distribute, measure, audit and refresh content. At The Value Shift, we have the expertise and resources to continuously improve performance support system and ensure it evolves along with your sales goals. On a monthly basis, our team provides:

A foundational platform that includes technology to effectively source, amplify, organize, deliver and track content.

Community and content management services for administering and governing your content.

Project-based services

On an as-needed basis, our team also delivers:

Knowledge Capture, Amplification and Curation Services

These content production services include expertise to create and administer engaging customer experiences to support your sales team's prospecting, social selling activities and value-based sales conversations.

eLearning Production Services

Our team of learning experts create and administer both formal and just-in-time learning programs to accelerate your team's sales experience.

Engagement Tool Production Services

We capture, moderate, edit and deliver knowledge and content from subject matter experts, executives and other key personnel within your organization.

About The Value Shift

The Value Shift provides sales performance support and sales content services and technology that accelerate sales experience and measurably improve productivity. With over 25 years of experience focused on B2B sales and marketing for companies of all sizes – from start-ups to Fortune 500 firms – our principals have developed a content strategy, process and suite of services that supports sales reps in their conversations with prospects.

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