



Curriculum Overview

VALUE-DRIVEN SELLING



Value-Driven Selling: Curriculum Overview

Sales professionals frequently talk about selling value, but few know how to do it. Successfully identifying, quantifying, and presenting value to a buyer is the most effective way to offset pricing pressure. This workshop teaches a value methodology that enables sales professionals to bring value to the customer throughout the sales process and help close more business.

How Your Sales Team Will Benefit

- Win new profitable business
- Maximize how value is presented
- Pinpoint individual decision-makers' roles, degrees of influencers, and priorities
- Present intangible values in a concrete and convincing manner
- Use value questions to identify buyer problems and value opportunities
- Identify tangible and intangible value of your solution
- Quantify the value of your solution
- Develop a compelling value sales presentation
- Differentiate your solution from the competition
- Use value selling to overcome price resistance, protect margins, and avoid discounting.

Value-Driven Selling is a complete skill-based sales training program that includes assessment, customization, engaging training, and ongoing reinforcement.

Who Will Benefit

Value-Driven Selling will benefit sales professionals, including account executives, account managers, inside sales representatives, and other professionals with sales responsibilities.

Delivery Options

Value-Driven Selling is delivered as a two-day workshop and is facilitated onsite with live virtual classroom reinforcement. We also offer Train-the-Trainer for companies looking to license the Value-Driven Selling program and bring it in-house.

Customization

SRG understands that each sales organization is unique, with its culture, processes, and set of abilities and challenges. Training programs include pre-training consultation and are personalized for your organization with customized case studies, examples, and exercises to make the training more relevant to program participants.

Value-Driven Selling: Curriculum Overview

Lesson 1 | Selling to Multiple Stakeholders

Selling Value

- ▶ Define value
- ▶ Identify the tangible and intangible benefits of your solution to the buyer
- ▶ Establish the buyer-focused approach of value selling

Selling to Multiple Stakeholders

- ▶ Identify the decision-makers and influencers in a complex sale
- ▶ Analyze the organizational dynamics and establish strategies to access key decision makers
- ▶ Create strategies and tactics for getting past organizational gatekeepers
- ▶ Determine value priorities for each key player and adjust your selling strategy accordingly
- ▶ Develop customer coaches

Sales Models	Tools
<ul style="list-style-type: none"> • Impact Categories of Business Needs 	<ul style="list-style-type: none"> • Key Player Map and Action Plan

Lesson 2 | Planning the Call

Building Relationships Framework

- ▶ Expand your influence within an account
- ▶ Four tactics for quickly building rapport with buyers
- ▶ Developing active listening skills
- ▶ Practical tools to build greater trust with buyers
- ▶ Positioning yourself as an expert

Sales Call Model

- ▶ Overview of how buyers make purchase decisions
- ▶ Understand your corresponding five-stage Sales Process
- ▶ Aligning your Sales Process with the buyer's Purchase Process in the Sales Call Model

Planning the Sales Call

- ▶ Guide buyers through the Openness stage of the Sales call model
- ▶ Analyzing the account
- ▶ Use “buyer-commitment” sales call objectives to move deals forward
- ▶ Open the sales call to build the buyer's interest quickly

Sales Models	Tools
<ul style="list-style-type: none"> • Sales Call Model • Building Relationships Model • ABC Model for Planning the Call 	<ul style="list-style-type: none"> • Account Profile • Sales Call Planner

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Lesson 3 | Developing Needs

Understanding Customer's Needs

- ▶ Guide the buyer through the Focus stage of the Sales Call Model
- ▶ Identify common business needs using the IMPACT model
- ▶ Understand how buyer problems become needs

Developing Needs

- ▶ Use five question types to develop buyer needs
- ▶ Understand how to sequence questions to uncover and develop buyer needs
- ▶ Define needs of the buyer
- ▶ Use Value Questions to increase buyer motivation
- ▶ Qualify sales opportunities

Sales Models	Tools
<ul style="list-style-type: none">• Developing Needs• Value Questioning	<ul style="list-style-type: none">• Sales Call Planner (Developing Needs)• Qualification Worksheet

Lesson 4 | Presenting Value

Value Proposition

- ▶ Guide the buyer through the Knowledge stage of the Sales Call Model
- ▶ Use IMPACT model to identify tangible and intangible values
- ▶ Quantify value with QPA
- ▶ Present intangible value

Quantifying Value

- ▶ Identify five components of a compelling value proposition
- ▶ Connect your solution to the buyer's need
- ▶ Differentiate your solution from the competition
- ▶ Prove your capabilities to a customer

Sales Models	Tools
<ul style="list-style-type: none">• Value Proposition	<ul style="list-style-type: none">• IMPACT Value Worksheet

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Lesson 5 | Managing Feedback

Managing Feedback Framework

- ▶ Guide the buyer through the Evaluation stage of the Sales Call Model
- ▶ When to manage customer feedback
- ▶ Three techniques for obtaining feedback

Managing Negative Feedback

- ▶ Identify your most common objections
- ▶ Understand the root causes of objections
- ▶ Four-step model for managing objections
- ▶ Strategies and tactics for managing challenging objections

Sales Models	Tools
<ul style="list-style-type: none">• Managing Objections: ACAC	Sales Call Planner (Objection Handling)

Lesson 6 | Gaining Commitment

Gaining Commitment

- ▶ Guide the buyer through the Decision stage of the Sales Call Model
- ▶ Techniques for overcoming reluctance to ask for commitment
- ▶ Identify positive and negative commitment signals
- ▶ Use the ASK process for gaining commitment
- ▶ Four styles of asking for commitment
- ▶ Conduct a post-call analysis

Collaborative Negotiating

- ▶ Selling vs. negotiating
- ▶ Avoid discounting in sales negotiations
- ▶ Identify the sales professional's sources of leverage
- ▶ Strategically making trades to maximize value to the customer and minimize your costs

Sales Models	Tools
<ul style="list-style-type: none">• ASK Commitment• Negotiation Trading Matrix	Sales Call Planner (Gaining Commitment)