

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.

Program Benefits:

- 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 the 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

Best for:

- Sales Professionals
- Account Executives
- Account Managers
- Inside Sales Representatives
- Other professionals with sales responsibilities

Workshop Length:

- Two days onsite or seven 2-hour VILT sessions

Delivery Options



Instructor-Led Training



Virtual Instructor-Led Training



E-Learning

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.



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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

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

- Distinguish between behaviors and results
- Benefits of using a behavior-based management system
- Define performance to include both behaviors and results

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

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



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

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

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



WHY SALES READINESS GROUP (SRG)

Trusted by industry-leading sales organizations



“

It's been fantastic working with Sales Readiness Group, I'd highly recommend working with them in the future.

Sales Readiness Strategy Lead,
Global Tech Client

“

They're not just subject matter experts, but they're true learning and development professionals.

Carrie Konior,
Director of Sales Development, ABM

A complete sales training system

Sales Training is a Process, Not an Event

Our training programs are not single events but rather part of an overall sales training system designed to create sustainable changes in sales behaviors. The net result is that our training sticks.

Our comprehensive approach includes:



Consultation

Committed to understanding your business goals first.



Customization

So the training is highly relevant for real-work challenges.



Reinforcement

Ongoing reinforcement to make new habits stick.



Experiential Training

Because participants learn best by doing.



Measurement

Assess the impact of the training program.

When results matter, choose an experienced training company with a track record of success.

Our leadership team brings over 100 years of combined sales and sales management experience to the table. We've successfully trained organizations in competitive industries like Life Sciences, Technology, Financial Services, Professional Services, and Manufacturing.

That's why Selling Power Magazine has ranked us as a Top Sales Training Company for over a decade.

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