

# COMMAND OF THE MESSAGE®



## ARTICULATE VALUE AND DIFFERENTIATION FROM YOUR COMPETITION

### ✓ Articulate Value and Differentiation

A successful sales conversation requires that your sales team link high priority customer needs to your business solutions. Without the ability to articulate value in a way that resonates with a customer's problems and business objectives, sales teams typically experience challenges like:

- Selling on features vs. business value
- Difficulty in differentiating from the competition
- Selling too low within the organization

Consultative selling is based on solid business problem-solving skills. Sales teams that ask great discovery questions help lead customers from problems to solutions. By uncovering customer needs and linking those needs to business solutions, our clients have consistently gained more competitive wins, achieved higher deal margins and increased their average deal size.

You can get there, too.

### 🔔 Improve Your Sales Conversation

In order to improve the way your sales team engages with customers, you need a repeatable framework to guide the customer conversation. In our experience, that starts with clearly defining the value drivers and differentiators that are top-of-mind for your most influential buying audiences.

These value drivers and differentiators provide on-ramps into multiple levels of the customer organization and allow your team's message to transform and resonate with the appropriate audience.

### 💡 How it Works

In our Command of the Message® workshop, we provide a navigational aid to help sales teams engage in a consultative sales conversation. We'll work with your sales, marketing, and product teams to create a Value Messaging Framework® that prepares them to be audible-ready. The Framework helps sales teams articulate the value and differentiation of your solutions in a way that impacts the buying criteria and sets the stage for solid business justification.

As a result, you can expect:

- Higher Competitive Win Rates
- Increase Average Deal Size
- Shorter Sales Cycles
- Improved Margins

## Measurable Results

### **RSA**

- 20% Increase in Million-Dollar-Plus Deals
- 30% Increase in \$250,000 - \$500,000 Deals

### **Welch Allyn**

- Took \$1.5m Opportunity to \$7M after Training
- 500% Increase in Million-Dollar-Plus Deals

### **DynamicOps**

- Average Deal Size Increased from \$75K to \$450K
- 300% Increase in Revenue in Just 1 Year