

# Mastering Value Selling:

Tackling Today's **#1** Sales  
Effectiveness Challenge

**Bob Apollo**  
Inflexion-Point



**Today's #1 Sales Effectiveness Challenge...**

**Product Knowledge?**

**Sales Skills?**

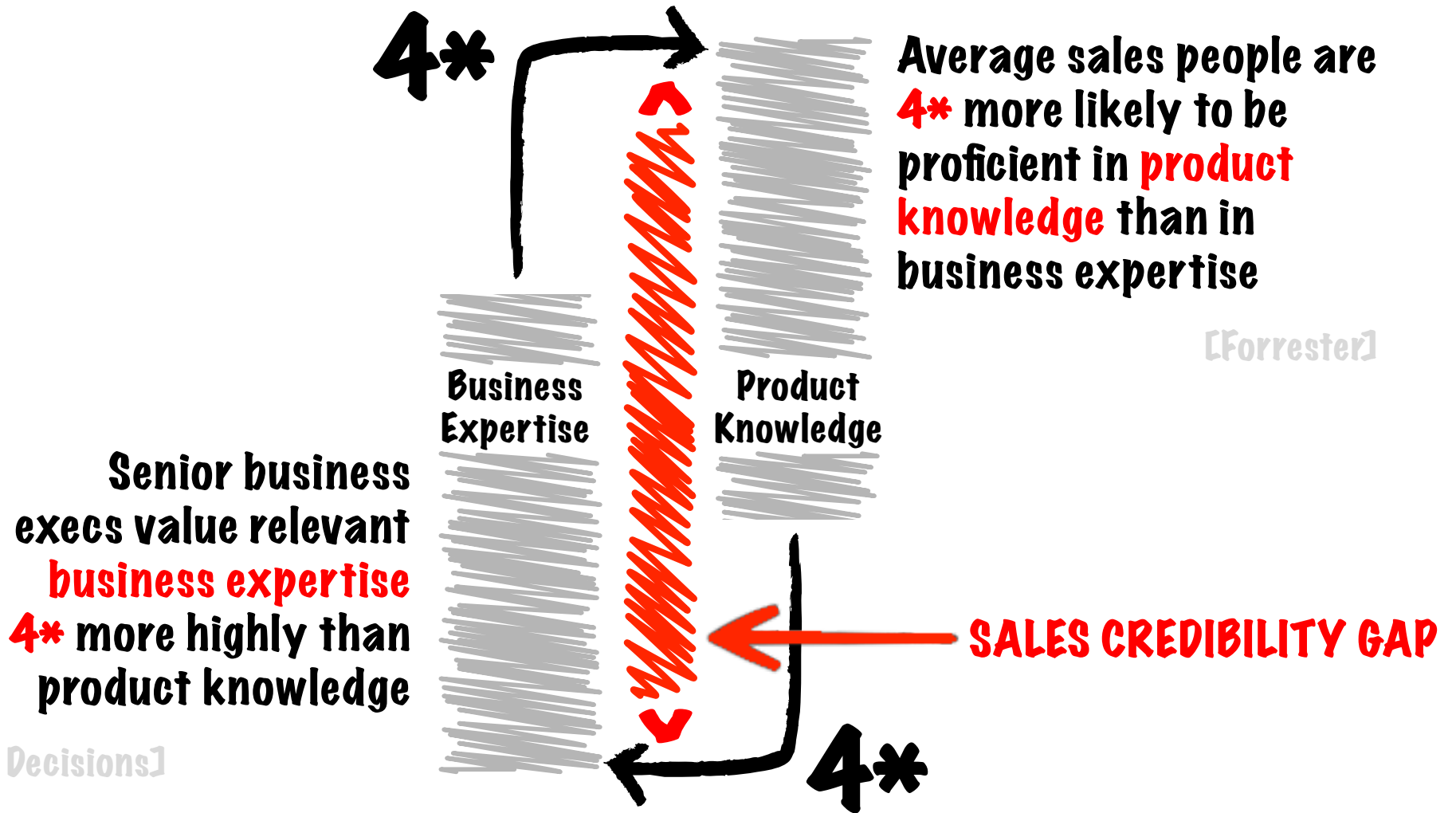
**Not enough leads?**

[Sirius Decisions survey of B2B sales leaders and CEOs]

# Today's **#1** Sales Effectiveness Challenge...

**#1** “Our sales people’s inability to make a clear connection between our product capabilities and our customer’s business issues”

# The root cause of the problem...



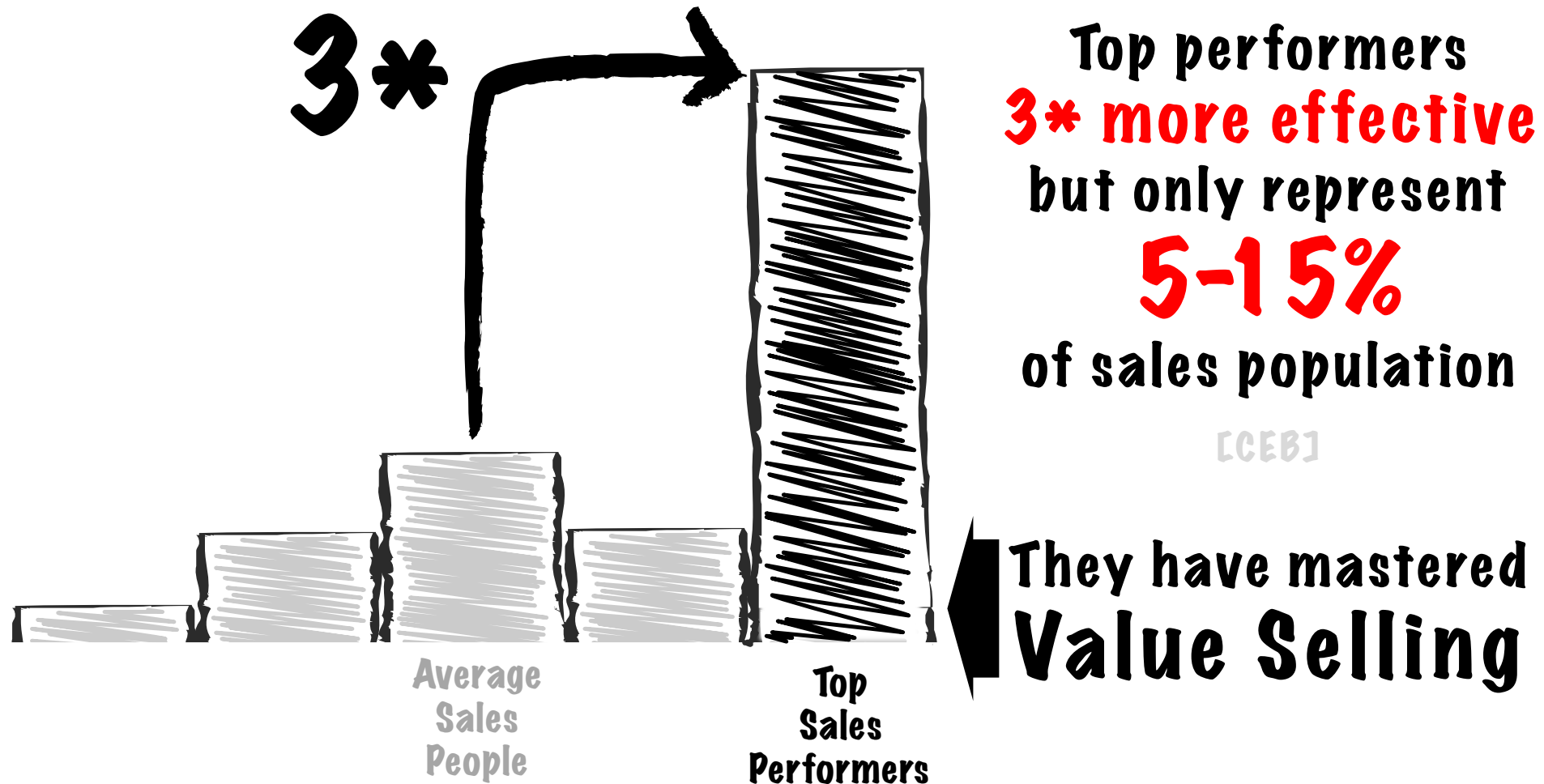
# As if things weren't tough enough already...

**43%** more stakeholders are now involved in a typical buying decision than 3 years ago  
[IDC]

Average sales cycles are now running **24%** longer than they did just 2 years ago  
[Sirius Decisions]

**60%** of apparently well-qualified opportunities now end in a decision to "do nothing"  
[Sales Benchmark Index]

# The gap between the best and the rest...



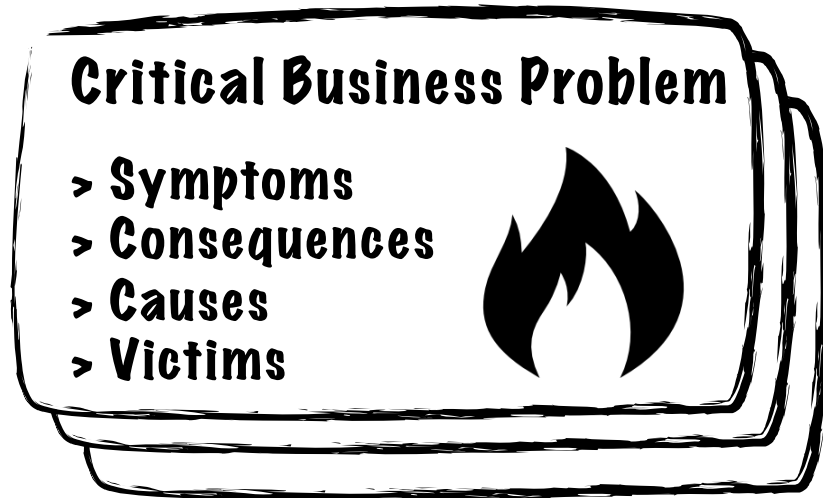
# **Mastering Value Selling:**

**It's not just about the VALUE of YOUR SOLUTION...**

**...it's about the VALUE of solving THEIR PROBLEM**

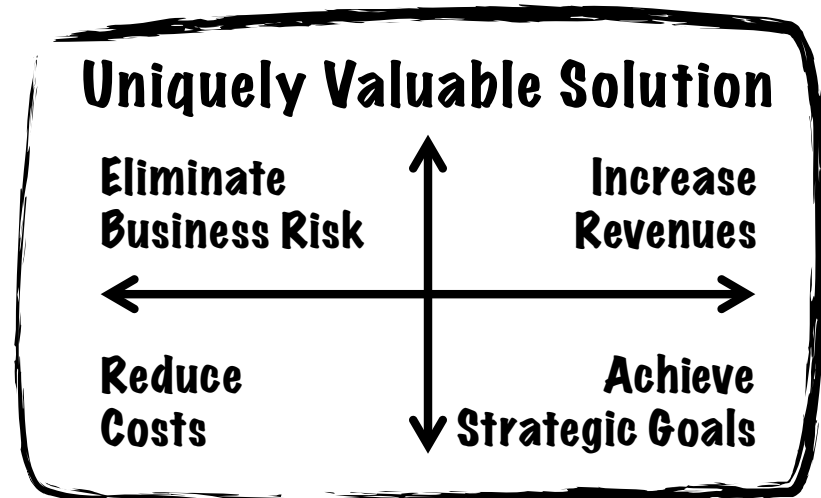
# Mastering Value Selling: WHAT to Focus on...

## High-IMPACT Issues



**Their Most Critical Problems**

## High-VALUE Solutions



**Your Most Valuable Solutions**

**+**



# Mastering Value Selling: WHO to Target...

## Most Valuable Prospects

### Target Organisation Profile

- > **Demographics:**  
Size, Sector, Location
- > **Structural Characteristics**
- > **Behavioural Characteristics**
- > **Situational Characteristics**

Which Organisations to Target?

## Most Important Stakeholders

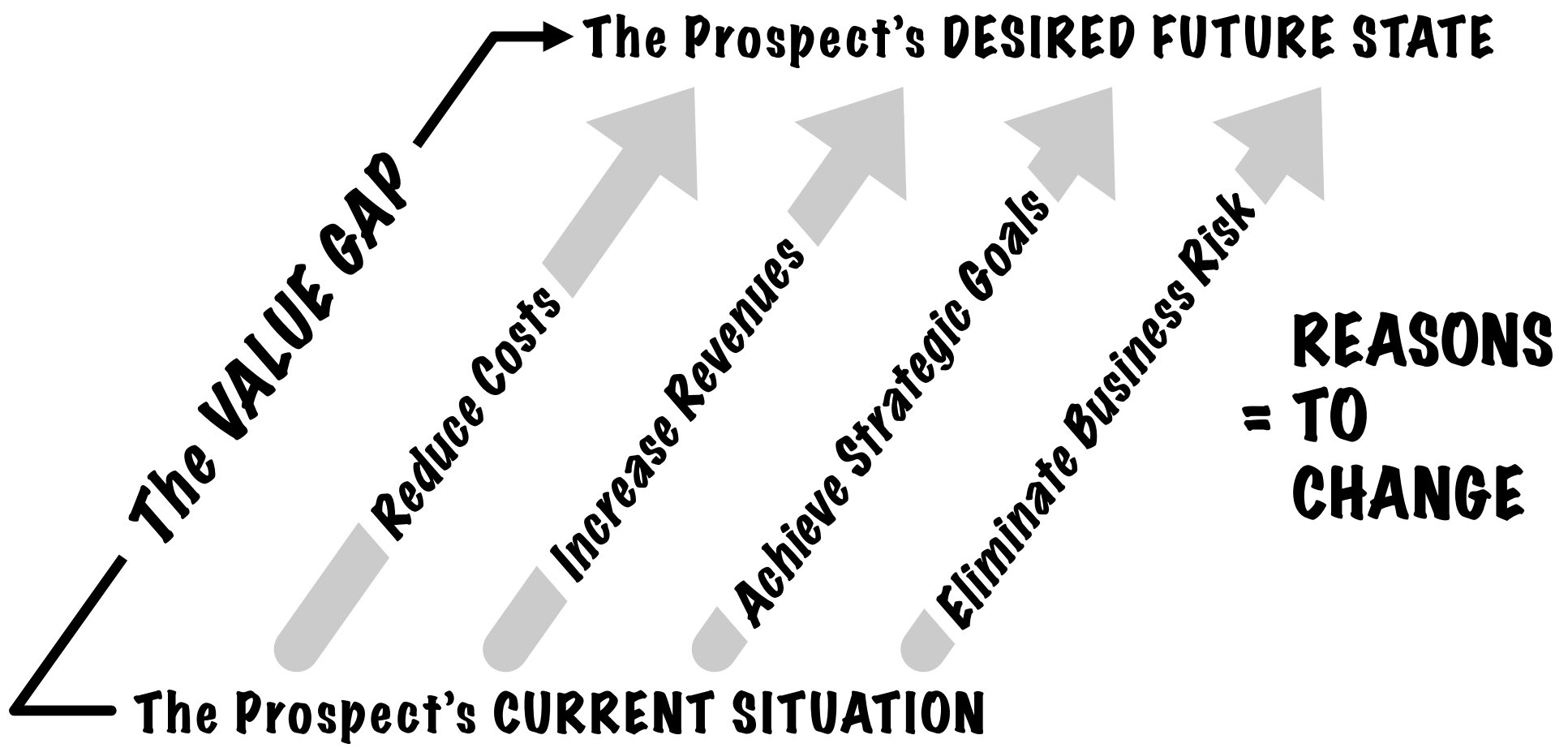
### Key Stakeholder Profiles

- > **Titles, Roles + Responsibilities**
- > **Departmental Priorities**
- > **Relationships with Colleagues**
- > **Issues, Concerns + Motivations**
- > **Key Sources of Influence**

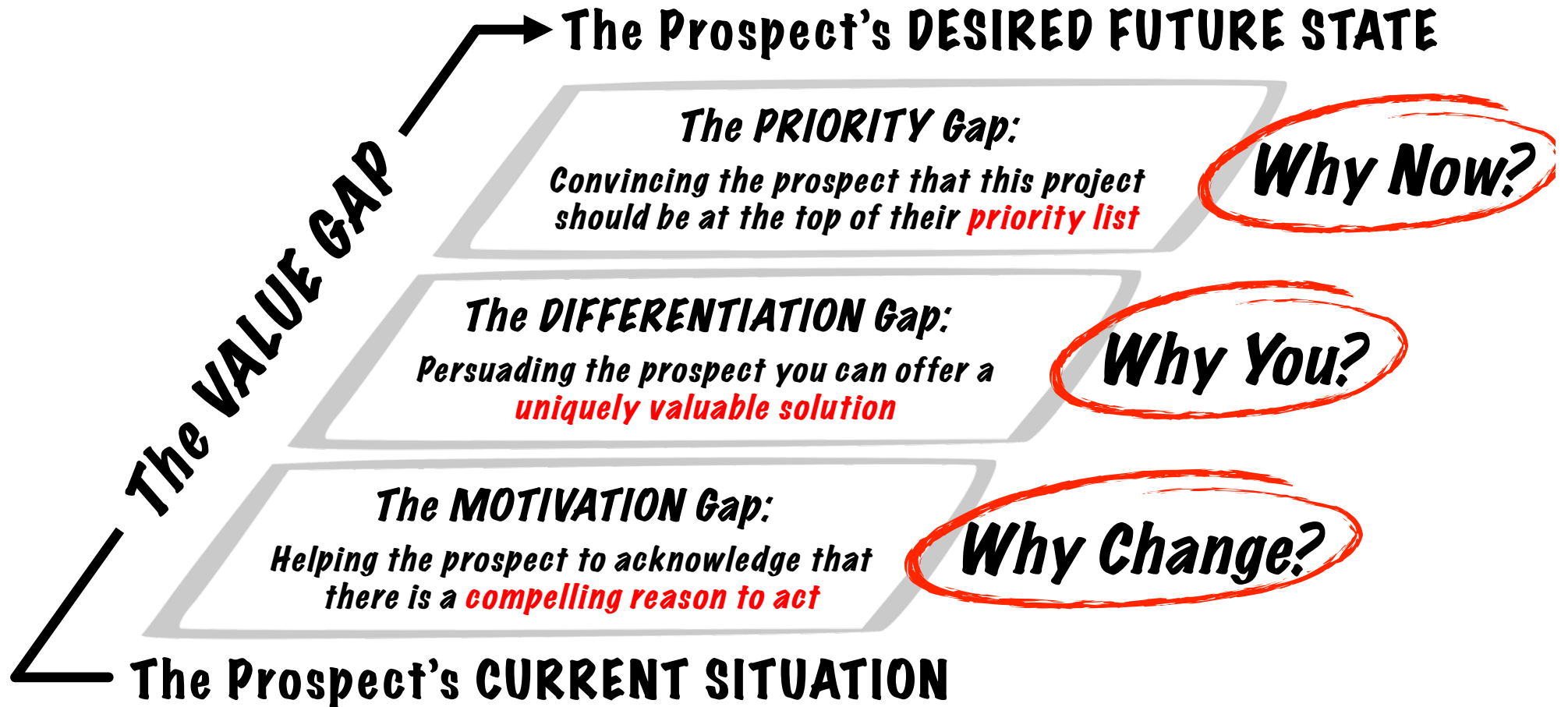
Which Roles to Target?

+

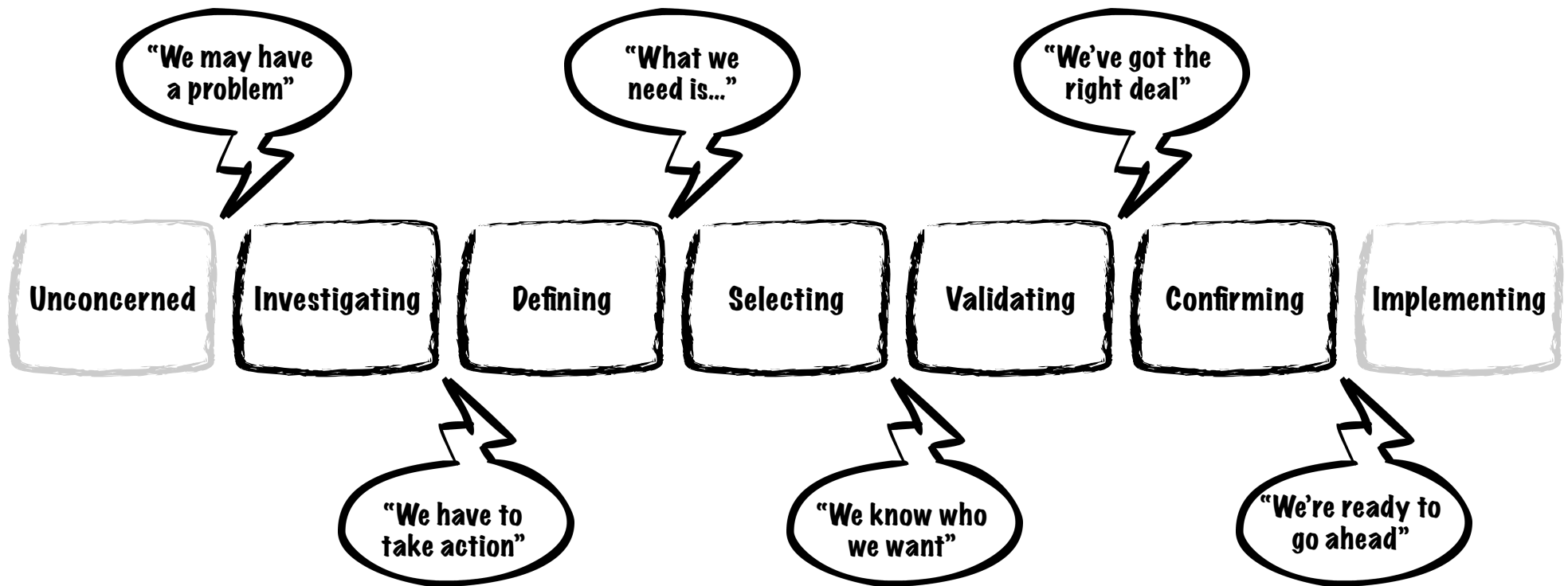
# Mastering Value Selling: ESTABLISH + AMPLIFY the VALUE GAP...



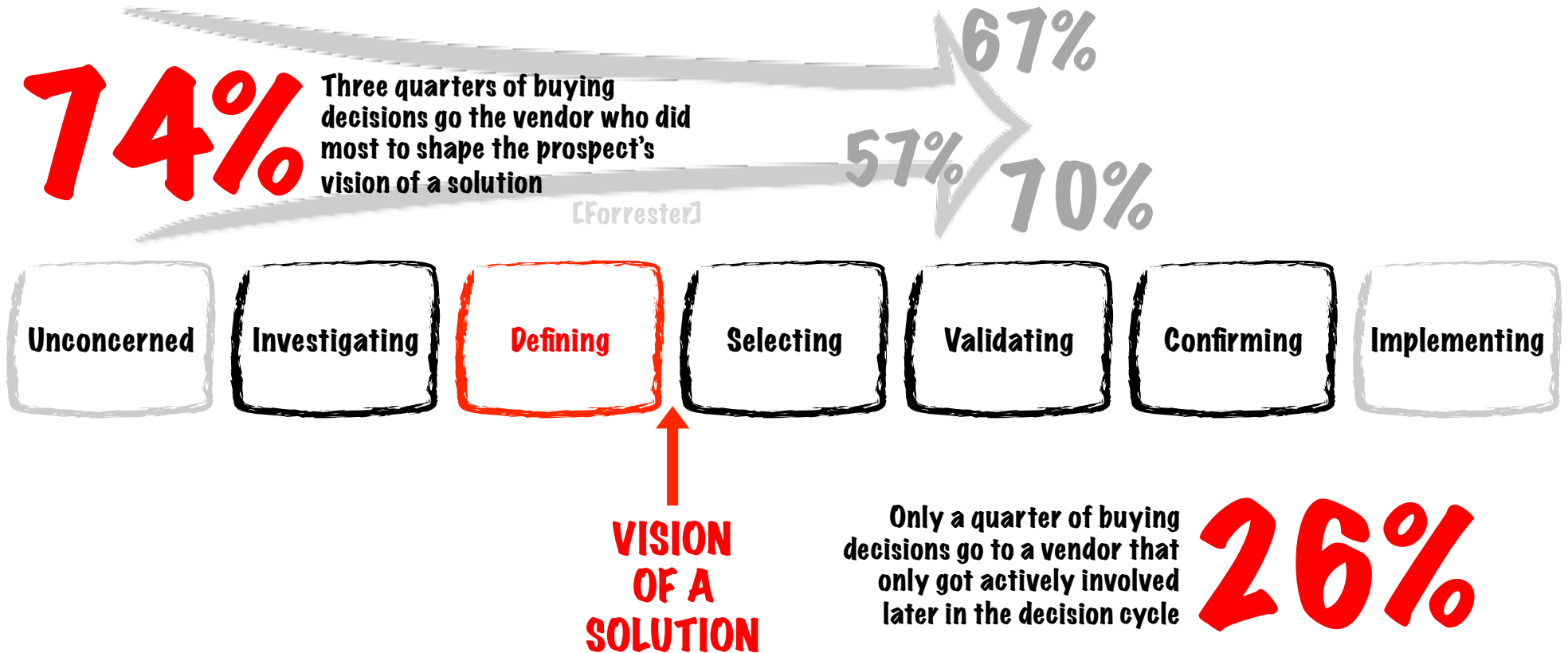
# Mastering Value Selling: BRIDGING the VALUE GAP...



# Mastering Value Selling: Facilitate the Prospects' Buying Journey...



# Mastering Value Selling: Engage the Prospect Early...

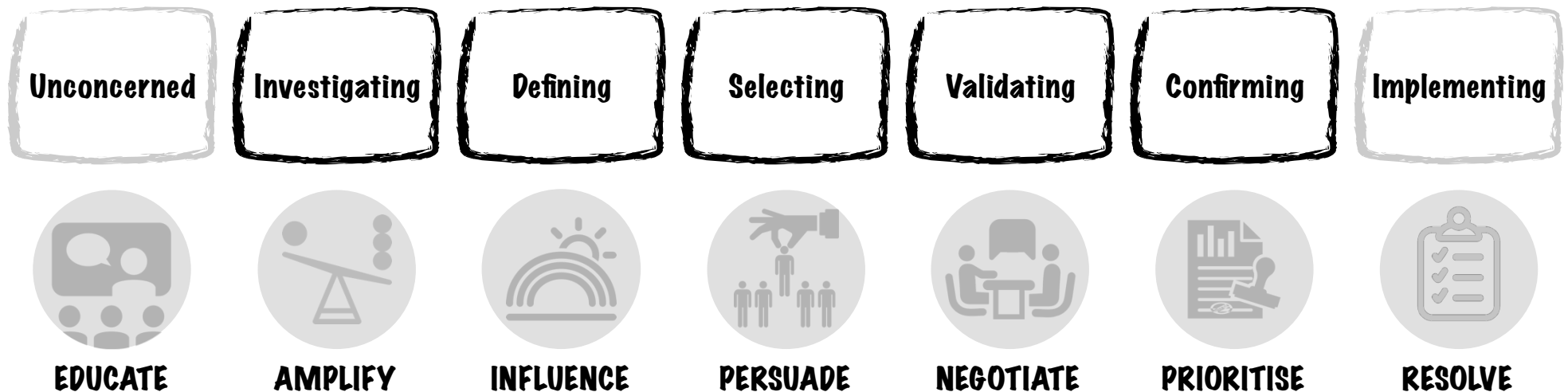


# Mastering Value Selling: CREATE + CAPTURE Value during every phase...

— *MOTIVATION: Why Change?* →

— *DIFFERENTIATION: Why You?* →

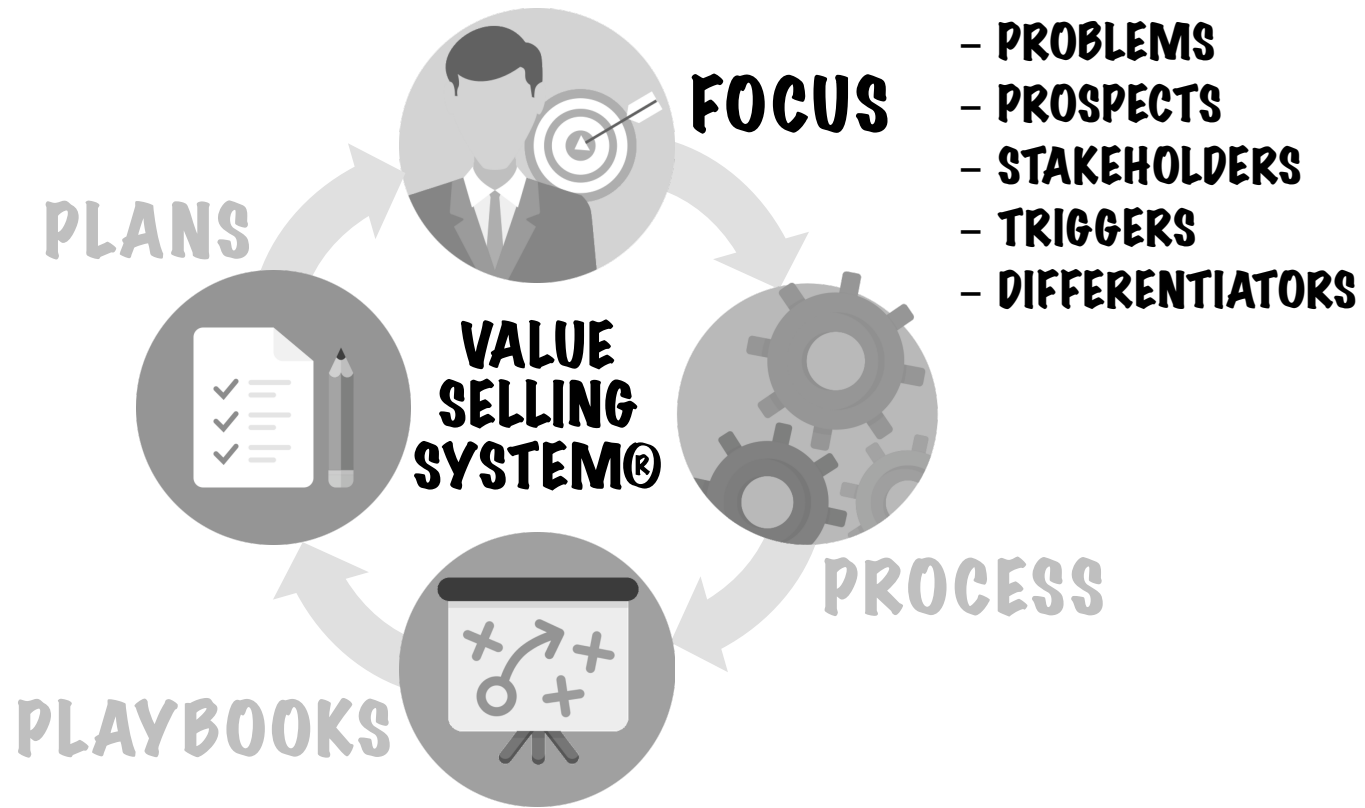
— *PRIORITY: Why Now?* →



# VALUE SELLING SYSTEM®

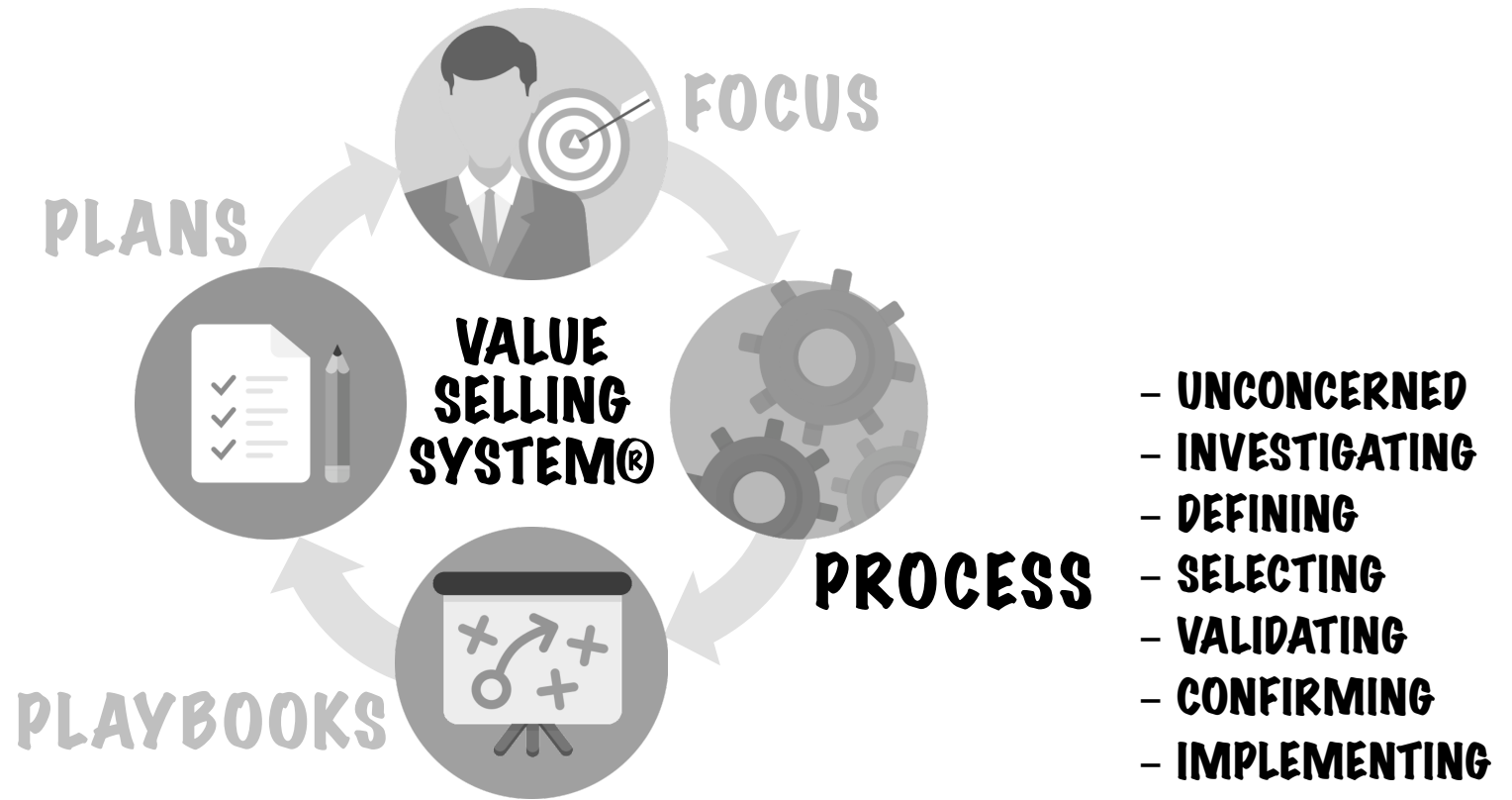


# VALUE SELLING SYSTEM®

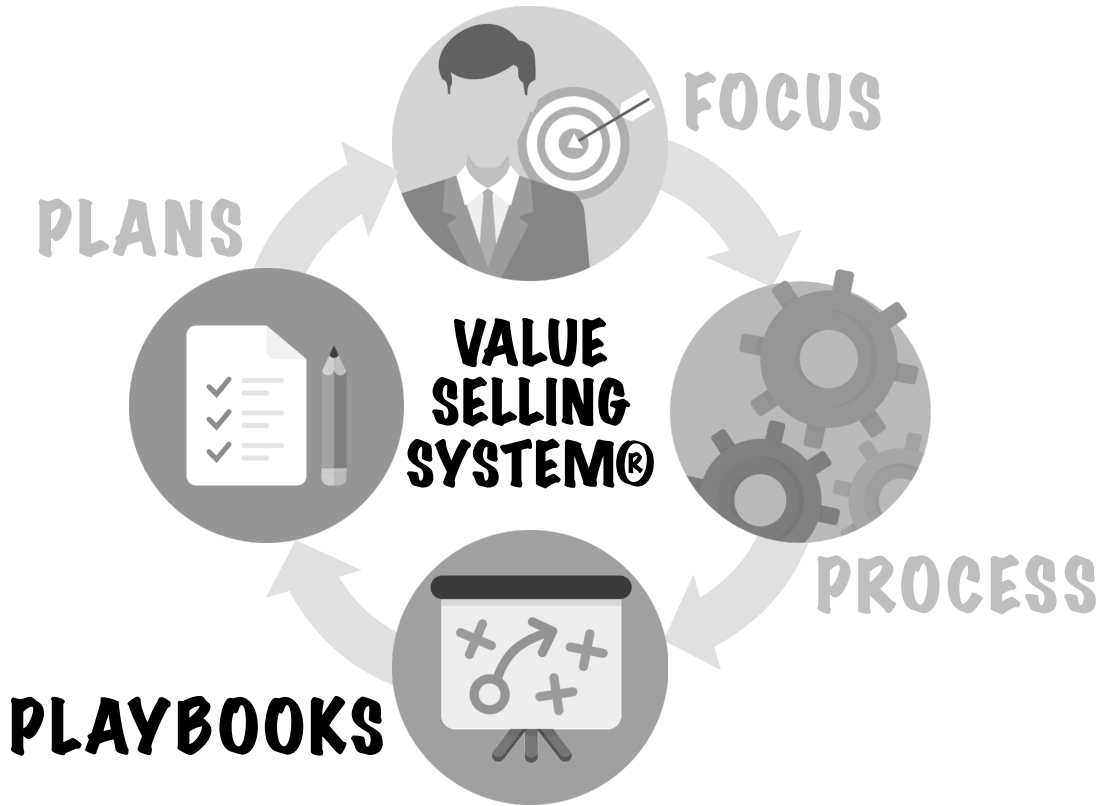




# VALUE SELLING SYSTEM®



# VALUE SELLING SYSTEM®



- PROSPECTING
- QUALIFYING
- JUSTIFYING
- DEMONSTRATING
- PROPOSING
- NEGOTIATING

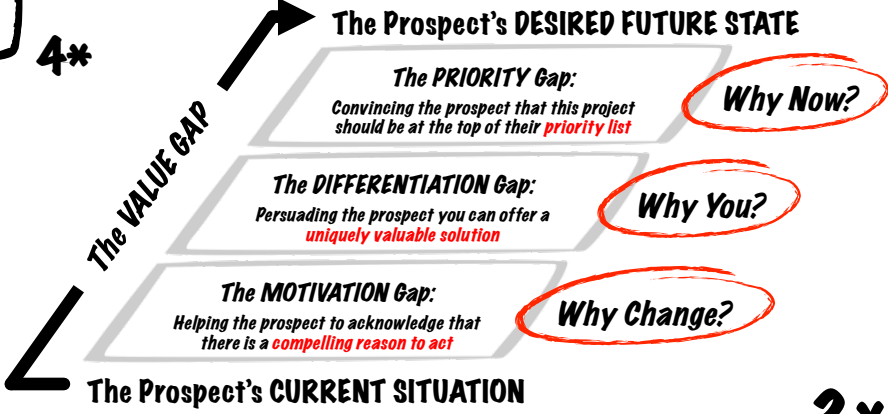
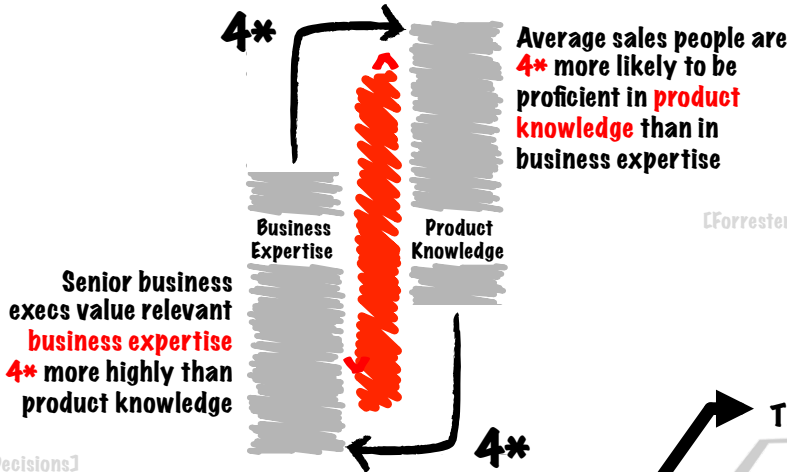
# VALUE SELLING SYSTEM®



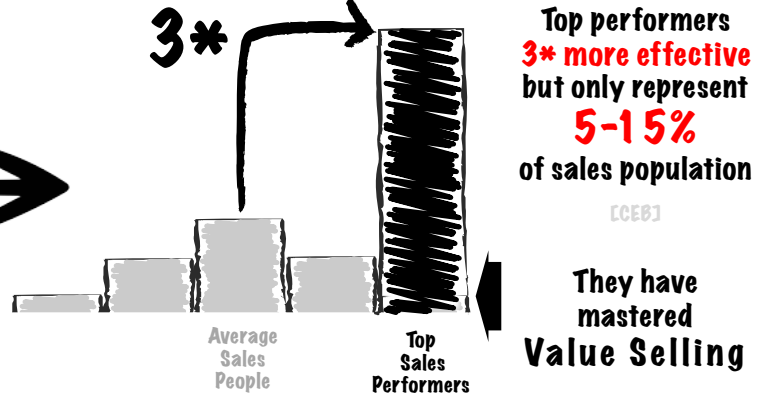
# VALUE SELLING SYSTEM®



# Bridging the customer's VALUE GAP



Enables us to bridge today's **SALES EFFECTIVENESS GAP**



**20%** reduction in  
average sales cycle

**24%** improvement in  
average win rate

**15%** increase in  
average sales value

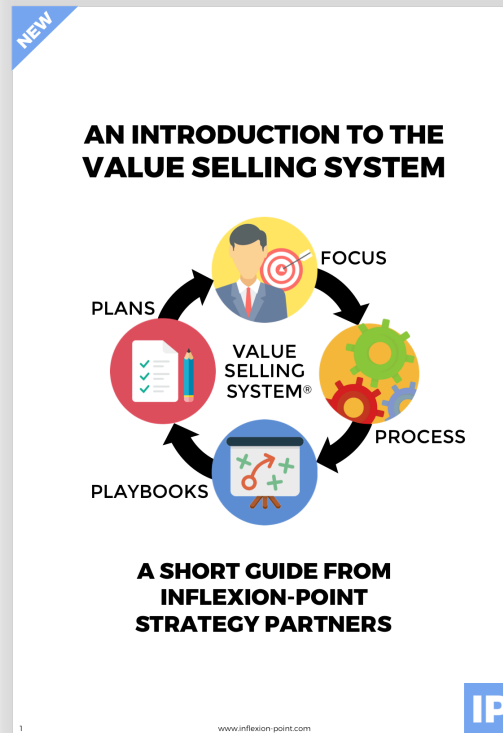
[Sales Benchmark Index]

# **VALUE SELLING SYSTEM®**

**Systematically Creating and  
Capturing Mutually Meaningful Value  
in Every Customer Interaction**

Find out more: [www.inflexion-point.com](http://www.inflexion-point.com)

# Download your copy TODAY!



<http://www.inflexion-point.com/download-your-guide-to-the-value-selling-system>



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