

12-point self-assessment: is your organisation really ready to master value selling in 2018?

“Sales leaders report that their biggest challenge lies in the inability of their sales people to connect their offerings to the business issues of buyers”

SIRIUS DECISIONS

If you're like most of the B2B CEOs or sales leaders we talk to, no matter how well your organisation has done in 2017, you're probably already asking yourself: *how can we do a better job in 2018 of targeting, identifying and engaging the right people in the right organisations, differentiating ourselves from all their other options, and persuading the prospect to commit to our solution?*

You've probably decided that at least part of the answer has to lie in equipping your sales people to be more effective at progressively creating, capturing and confirming your unique value through every customer interaction.

Whether you refer to the approach as solution selling, strategic selling, challenging selling or value selling, the key objective always seems to be to have more effective value-creating conversations.

training isn't enough

But if you've invested in any of these initiatives in 2017, you've probably already concluded that one-off training courses tend not to drive the sort of long-term behavioural change that is required.

In fact, it's a well-proven and widely-reported fact that less than 20% of the messages taught on typical training courses have been retained internalised and adopted one month later. The rest is typically wasted.

a different approach

That's why our value selling system® has been designed to take an integrated approach to helping sales organisations to systematically master value selling on an ongoing and lasting basis.

We combine customised sales enablement tools, sales analytics, CRM-embedded guided selling systems and customised training and coaching to help you achieve and sustain the desired improvement.

could you benefit?

Please take a moment to review the 12-point self-assessment on the next page. It highlights just a few of the elements we regard as essential if you are to fully master value selling and reap the rewards.

If you've scored 12 “fully agrees”, you're probably already doing well enough without our help. But if you've identified a significant number of ‘partly agrees’ or “do not agrees”, it might be worth having a conversation. You can [contact us here](#).

You can find out more about our value selling system here: <http://www.inflexion-point.com/value-selling-guide-2018>



Inflexion-Point
Value Selling System®
www.inflexion-point.com

your 12-point value selling self-assessment

	Fully Agree	Partly Agree	Do Not Agree
Every member of our sales and marketing organisation shares the same accurate understanding of the critical business issues we are able to address for our customers			
Every member of our sales and marketing organisation shares the same accurate understanding of the common characteristics of our most valuable target organisations			
Every member of our sales and marketing organisation shares the same accurate understanding of the job titles and roles of the potential change agents we should be targeting			
Every member of our sales and marketing organisation shares the same accurate understanding of the trigger events that cause our target customers to start looking for solutions			
Every member of our sales team is able to accurately qualify whether each of their prospective customers have a genuinely compelling reason to act			
Every member of our sales team is able to clearly position our unique solution value and to back it up with a clear and compelling financial justification for investing in our solution			
Every member of our sales team is able to create and communicate personalised value messages that reflect the individual priorities of every key customer decision maker			
Every member of our sales team is able to establish clear and compelling competitive differentiation between our solutions and their prospect's alternative options			
I am confident that every member of our sales organisation has established clear, effective and actionable plans for their territories, accounts and sales opportunities			
Our pipeline stages are defined in a way that accurately reflects each prospective customer's progress along their buying decision journey , rather than a rigid standardised sales process			
I am confident that every member of our sales organisation shares the same consistent understanding of the critical sales activities that they need to complete during each phase of the journey			
I am confident that every member of our sales organisation is able to achieve the progressive commitments they need from their prospects in order to qualify the opportunity and advance the sale			
TOTALS			