



# How One VBI Client Achieved 25-250% Sales Increases For Ten Years Running

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Value (VB) is a boutique consulting company changing the sales and marketing culture and how both are viewed by the world, around the world. VB does this by providing consulting and custom sales and marketing strategic plans, initiatives and campaigns tailored to reach and convince a company's target audience of the value of their product and/or service. This is accomplished with an emphasis on the personalization of aligned sales and marketing messaging, processes and best practices. This focus propels prospects through the marketing cycle more efficiently and through the sales cycle more proficiently. The result is an increase in lead-to-close rates. Here's how one client utilized the Value-Based Methodology to increase sales 25% to 250%, year-over-year, for ten consecutive years.



RFgen is a wireless barcode and mobile data collection software solution that integrates with large enterprise Oracle, SAP and JD Edwards MRP and Distribution solutions. Established in 1986, they serve 3,000+ customers across the globe.

## ENGAGEMENT OBJECTIVES

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1. Implement a sales methodology that was developed for, and proven by, Software/SaaS companies.
2. Implement a sales methodology that RFgen's sales and consultant teams could buy into and increase sales by representing their solution in an natural and authentic way.
3. Improve the RFgen team's ability to sell on value to minimize discounts and concessions by creating and articulating value statements/propositions for each of their solutions.
4. Establish a custom RFgen value-based sales methodology that onboards and ramps-up new salespeople and consultants RAPIDLY!

## EXECUTIVE SUMMARY

12 months after the launch and implementation, RFgen experienced a 250% sales increase. The sales increases since the launch have continued at a rate between 25% to 250% each of the last 9 years.

RFgen wanted to implement value-based qualification, presentation and price objection handling best practices within their sales and consultant teams. Rob Brice, RFgen President, had one of his top Account Executive, Jay Eddinger attend a 2-day intensive, Value Based Selling (VBS) course to evaluate its applicability for the rest of the RFgen sales and consultant staffs. After Jay's positive report, Rob decided to train both RFgen staffs as well as all newly hired employees. Additionally, Rob scheduled periodic VBS refresher training for the alumni to keep them current on the methodology.

The results 12 months after the launch and implementation of VBS was a 250% sales increase. The sales increases since the launch have continued at a rate between 25% to 250% each of the last 9 years.

In the last 10 years since RFgen implemented the Value Based Selling Methodology they've experienced at a year-over-year growth of **20% to 250%.**

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## FULL STORY

RFgen didn't have an established sales process so they researched sales training options and selected the Value Based Selling (VBS) methodology. Given the methodology was developed by software sales and marketing professionals, specifically for software sales and marketing professionals, made the decision a no-brainer.

RFgen felt other training programs they utilized in the past had been rigid to the point of placing constraints on how the salesperson represented themselves, the company and products.

*“As a sales team, we’ve been able to improve our consultant and salesperson team presentations, **shorten our sales cycle** by weeks and in a few cases months. We’ve also improved our pipeline proficiency rates which has improved our lead-to-close rates.”*

*-JAY EDDINGER  
ACCOUNT EXECUTIVE*

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RFgen found most sales methodology consulting companies did not include product and solution knowledge messaging and training in their approach. They believed a more effective and holistic approach to representing their software was to train their salespeople and consultants how to create and articulate value statements/propositions to their prospective customers.

The training engagement by Value Based included a consultant/coach onsite facilitation of a two-day training session for the entire team and several weeks of exercises and role-plays to reinforce how the team would use the methodology in actual sales calls.

*“The ability to **sell value over price** has reduced the number of discounts and price concessions we give thereby **increasing margins** on almost all sales.”*

*-JAY EDDINGER  
ACCOUNT EXECUTIVE*

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“Our company has experienced continuous, **mid-double digit, year-over-year sales growth** since creating and a custom Rfgen/Value Based Selling methodology. All our existing and new Account Executives and Consultants will be starting a 6 to 10 week refresher of the training in a few weeks.”

*-ROB PRICE, PRESIDENT*

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VBS also appealed to RFgen because it provided a framework that allowed the salesperson to sell in a natural and authentic way. The training incorporated feature, benefit and value statement messaging integrated with the **33 Value Based Best Practices**. This holistic approach went beyond just learning some new selling tips and techniques to imbedding a software-specific sales methodology that is a strategic and significant part of the company's culture.

Some of Rfgen's staff have completed the training online since the curriculum is identical to that presented in the live workshops. RFgen's Value Based training portal archives all past RFgen's customized training portal from Value Based keeps all past participant course work including previous dialogues, discussions, answers to exercises, and role play experiences. This allows new program participants the opportunity to learn from previous contributions from experienced veterans that went before them.

*To schedule a consultation with the Value Based team of experts, send an email to us at [infous@valuebased.com](mailto:infous@valuebased.com).*

## SUSTAINED RESULTS

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- Aligned, cohesive, tag-team presentations by their Account Executives and Application Consultants.
- Shorten sales cycle.
- Improve lead-to-close ratios.
- Increased salesperson proficiency in the 33 VBS best practices.
- Team consistently sells value over price, reducing discounts and concessions that reduce valuable and necessary margins.





Clients using our marketing and sales strategies to increase sales include companies from all sectors, primarily software and SaaS, higher education and manufacturing companies as large as IBM, GE and 3M as well as hundreds of small and mid-sized businesses.

For more information, [click here](#) to schedule a consultation with Jim Allen, author of the Value Based Sales Methodology.