



Value-Driven Selling

SALES PERFORMANCE SERIES

Value-Driven Selling is an advanced program that provides sales professionals the knowledge of how to sell value rather than price. Sales professionals learn how to gain a competitive edge, build customer loyalty and protect and grow business by differentiating themselves and their offering from the competition.

Customers are looking beyond features for value that they can see on the bottom line. Many customers are not impressed with features and services that may be beneficial, but don't solve real problems they are facing. Often sales professionals don't find out what a customer values the most and lose a sale by not focusing on what tangible value to their business will motivate the customer to make a purchase decision.

Value-Driven Selling helps sales professionals identify value from the customer's perspective and incorporate this knowledge into sales presentations. Sales professionals will learn how to quantify solutions, benefits, intangibles and savings and then effectively make a value presentation.

Value-Driven Selling modules and topics include:

- Effective routing
- Allocating calls based on yield
- Efficient time management
- Determining expected values of customers
- Categorizing accounts by four key categories to establish call frequencies
- Determining a sales call budget
- Applying ten time-management techniques to get the greatest results from the minimum amount of time

Sales Readiness Group solutions are tailored to the exact requirements, culture, and challenges of your organization.

Program Delivery

- Group Workshops
- One-On-One Coaching
- Group Coaching
- Web-Based Synchronous Sessions
- Train the Trainer

More Sales Performance Programs

- Introduction to Selling
- Customer-Focused Selling
- Prospecting for New Business
- Managing the Territory
- Achieving a Competitive Edge
- Strategic Business Development
- Selling to Multi-Level Decision Makers
- Strategic Multi-Level Selling
- Value-Added Negotiating
- Enhancing Professional Presentation Skills
- Exceptional Customer Service

Sales Readiness Group, Inc.

Sales Readiness Group provides clients with customized solutions that improve sales performance, develop sales leaders who inspire and drive great results, and build more effective sales organizations.

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