

Programme

Value Selling.

Designed to equip individuals with the knowledge and skills necessary to effectively communicate and demonstrate the unique value of their products and services.

What we cover.

The Value Selling course is a comprehensive course designed to equip individuals with the knowledge and skills necessary to effectively communicate and demonstrate the unique value of their products and services. In today's competitive business landscape, understanding and effectively conveying the value proposition is crucial for sales success.

Throughout the course, participants will explore various aspects of value selling, including identifying customer needs, articulating value propositions, differentiating from competitors, and overcoming objections. They will learn techniques to uncover customer pain points and align their offerings with specific customer challenges, positioning themselves as trusted advisors.

Participants will gain insights into the consultative selling approach, which focuses on understanding customer needs through active listening and effective questioning. They will develop the ability to tailor their sales presentations to address individual customer requirements and deliver customized solutions that align with customer goals.

The course will cover essential skills such as building rapport, effective communication, persuasive storytelling, and negotiation techniques. Participants will learn how to effectively demonstrate the value of their products and services using data, case studies, testimonials, and other compelling evidence.

Through practical exercises, role-playing scenarios, and real-world case studies, participants will have the opportunity to apply their learnings in a simulated sales environment. They will receive feedback and guidance from industry experts to refine their value selling techniques and strategies.

By the end of the course, participants will be equipped with the tools and confidence to effectively articulate the value of their offerings, differentiate themselves in the market, and close deals successfully. This course is ideal for sales professionals, business owners, and anyone seeking to enhance their selling skills to drive revenue and business growth.

Who is it for?

This course is ideal for founders, sales, marketing, customer success, customer experience, partnerships managers.

Duration & Delivery Format.

Choose your preferred duration ½ day, 1 day, 2 day, online or physical.

Course Topics.

Module 1: Introduction to Value Selling

- Understanding the significance of value-based selling in modern sales
- Differentiating between traditional selling and value-based selling approaches
- Overview of key concepts and principles of value selling

Module 2: Customer-Centric Approach to Sales

- Developing a customer-centric mindset for effective value selling
- Techniques for understanding customer needs, pain points, and goals
- Building rapport and trust to create meaningful customer relationships

Module 3: Value Proposition Development

- Strategies for crafting compelling value propositions
- Identifying and articulating unique selling points and benefits
- Aligning value propositions with customer challenges and priorities

Module 4: Consultative Selling Techniques

- Techniques for asking probing questions to uncover customer needs
- Active listening skills to understand customer pain points and requirements
- Leveraging customer insights to tailor solutions for maximum value

Module 5: Communicating Value Effectively

- Techniques for translating product features into customer benefits
- Storytelling and relatable examples to convey value propositions
- Overcoming objections and showcasing value in competitive situations

Module 6: ROI and Financial Justification

- Understanding the importance of ROI and financial benefits in value selling
- Techniques for quantifying the value of solutions in financial terms
- Building persuasive business cases to justify investment

Module 7: Creating Value-Driven Sales Presentations

- Designing sales presentations that focus on customer value
- Techniques for structuring presentations around customer pain points and solutions
- Utilizing visuals and data to support value-based messages

Module 8: Handling Customer Objections with Value

- Strategies for addressing customer objections by emphasizing value
- Techniques for turning objections into opportunities for value discussion
- Creating win-win solutions that align with customer goals

Module 9: Building Long-Term Value Relationships

- Strategies for fostering ongoing customer relationships based on value
- Techniques for post-sale engagement, upselling, and cross-selling
- Maintaining value-driven interactions throughout the customer lifecycle

Module 10: Negotiating Value-Based Deals

- Techniques for negotiating deals that focus on value, not just price
- Strategies for positioning solutions as investments rather than costs
- Leveraging value to reach mutually beneficial outcomes

Module 11: Sales Metrics and Performance Measurement

- Understanding key metrics for measuring value-based sales performance
- Techniques for tracking customer satisfaction and value realization
- Continuous improvement strategies for enhancing value delivery

Module 12: Emotional Intelligence in Value Selling

- Role of emotional intelligence in building rapport and trust
- Techniques for managing emotions during sales interactions
- Building empathy and adapting communication styles for value-driven conversations

Module 13: Handling Complex Buying Situations

- Strategies for navigating complex buying processes and multiple stakeholders
- Techniques for aligning value propositions with different decision-makers' needs
- Creating consensus and driving value-based decisions

Module 14: Value Selling Leadership and Strategy

- Synthesising learning from the course journey
- Developing a value selling strategy for a real or hypothetical product
- Reviewing key takeaways and preparing for real-world value selling challenges

Assessment Methods.

- Quizzes after each module to gauge understanding
- Role-playing exercises showcasing the application of value selling techniques
- Final project: Developing a value selling strategy plan for a chosen product or scenario

Further information:

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