



Value Messaging

In the increasingly complex world that you face as a sales professional, creating effective differentiation from your competitors is one of the most difficult challenges you face. Sophisticated buyers are working to commoditize your offering and they tend to resist traditional sales methods. Without differentiation, you cannot charge a premium for your products and services or worse yet; it may cause you to lose your customer. This course helps you focus the value messaging that will resonate with your customers.

What is value messaging?

"... being audible ready so that you can define your solutions to customers problems in a way that differentiates you from your competitors and allows you to charge a premium for your products or services."

Target group

Major and National Account Sales Professionals

Topics

- ⇒ How do I improve my executive-level selling skills?
- ⇒ How is a customer's business actually transformed by doing business with us?
- ⇒ How well do we understand the specific business threats and opportunities of our customers?
- ⇒ What are the specific elements of our value proposition, and are they truly defensible?
- ⇒ How is of our company aligned around the understanding and delivery of the value proposition?
- ⇒ What truly differentiates our company from alternative ideas and offerings?
- ⇒ How do I position our value during a sales call?
- ⇒ How do I set traps for my competition?

Approach

The training course is instructor led and is designed to be highly interactive with practical exercises. This program includes Commitments to Action (CTA's) which ensure that the learning is applied in the field.

Duration

2 days

Course objectives

After this training course, you will be able to:

- ⇒ Plan for and conduct executive-level sales calls
- ⇒ Utilize a value framework to uncover customer problems; position value and differentiate from competition
- ⇒ Prepare and use powerful discovery questions during sales call execution
- ⇒ Set traps for your competition

Follow up courses

Business Acumen, Managing Major Accounts, Leading Virtual Teams, Negotiations