

Value Selling



Value is not what you get,
it is what you give
- Jay Abraham

Customer may have competing options, his needs may be less crystallized and the modern customer may appear to be in a hurry to see value in the offer quickly and the need for precise value articulation have never been more necessary. He has instant access to information and seeks instant gratification. Value selling helps the sales person enable customers to make buying decisions quickly.

Course Objectives

Understanding the structured process of selling | Recognizing the nuances of selling as a science | Building and using a tangible value proposition to sell value.

Who can attend?

Sales Engineers, Sales Executives, anyone involved in Selling, in B2B & B2C environments.

Course Coverage

Selling - An art or a science?

The structured process of Pre-selling, Selling and Post Selling

Pre-Selling - The 5 elements

- Positioning
- Shaping the scope of customer needs
- Steering the business conversation
- Recognizing the value proposition
- Influencing customer's mindset

Selling - Selling Value

- Value perception of customer
- Recognizing value from the different parts of decision making unit
- Tangibilizing the value proposition
- Product value, service value, image value - business value - presenting impactfully the business value
- Challenging the customer perception impactfully
- Articulating the cost of 'not buying' or 'delaying'
- Resistance management
 - Preparing for customer resistance pre handling resistance
 - The six step process of handling resistance
 - Handling own resistance to price
 - Psychological aspects of price management
- Creating and articulating the compelling 'why us' proposition to close
- The sales behavior of a winning sales person



3 Steps of the course

1

Before arriving for the course

- A case analysis
- A set of readouts
- A self-assessment on current capability of Value Selling

2

During the Course

- Concepts, tools, application
- A certification test at the end of the course

- Individual Action Plan
- A Value Selling opportunity mapping plan

3

4 - 6 Weeks after the course

- A one hour telephone / Skype review
- Reinforcing learning of Value Selling skills
- Marking of the test results and certifying towards VALUE SELLING PROCESS, SKILLS AND ORIENTATION