



Value Selling Workshop

Description

This workshop will build and reinforce critical Value Selling skills: deal shaping, qualification, assessment of current position, updates to the commercial strategy, political alignment, value messaging, staging, and action planning. A one day seminar is available for support and management personnel.

Objective:

Participants will learn and practice the skills necessary to drive the opportunity using a value-focused approach and will understand the competencies & best practices needed to shape and stage a winning sales strategy.

Outcome:

- Best practices in value selling and deal shaping.
- Opportunity qualification.
- Opportunity Evaluator: Assessment of current position.
- Focused approach to proactively shape the deal ...
 - § Shaping the ideal buying criteria.
 - § Shaping the ideal decision making process.
 - § Shaping the buying influence.
 - § Shaping the decision making deliverables.
- Value messaging strategy.
- Opportunity Worksheet: Staging the opportunity through action planning.
- Staging techniques to overcome the “no decision”.
- Ability to bring new hires up to speed quickly and effectively.
- Immediate results – starts with the actual live cases of the participants.



Duration: Two days

Participants: Sales Professionals

Prerequisite: None