

Value-Added Selling Seminar

Value-Added Selling is a content-rich message of hope: You can compete aggressively and outsell the competition while maintaining your profitability. The theme of this customer-oriented philosophy is “*Add value, not cost; sell value, not price.*” Value added salespeople are more focused on making a difference than just making a deal; they know that a cheap price is *not* the only way to compete—they compete with their total value added solution.

This intensive two-day, hands-on, interactive skills-building session takes place at our training center in Chesterfield, Missouri—a suburb of St. Louis. We limit the group size to twenty-four participants to maximize exposure to the concepts and guarantee individual attention from Tom Reilly, internationally-recognized expert on Value-Added Selling. This program is ideal for salespeople who sell value added solutions, deliver greater value to their customers, and want to be respected for and compensated for this value added. For experienced veterans, this seminar is a motivational shot-in-the-arm and a refresher on how they became successful; for new reps, this seminar is the primer for professional selling and a catalyst for success.

General Objectives

Our training philosophy is that learning must be fun and stimulating. The overall objective for this competency-based training is to help salespeople reach their full potential. We help them increase their knowledge, skill, and proficiency in the value added sales process. The highly-effective training model we employ . . .

- Introduces participants to the value-added, maximum performance philosophy and encourages them to embrace it as their sales paradigm;
- Teaches participants how to *sell* value added;
- Teaches participants how to *think* about selling; and
- Teaches participants how to maximize their value and their margins.

Specific Behavioral Objectives

At the end of this training program the group will be able to do the following:

- Define value, value added, customer satisfaction, and describe the differences between seller-focused and customer-focused solutions;
- Discuss what customers really want in a solution and the impact that discounting has on a company’s bottom line.
- Explain Value-Added Selling as it relates to the customer’s Critical Buying Path™;
- Document their company and personal value added;
- Present their company and personal value added to the customer;
- Name the eleven Value-Added Selling strategies;
- Discuss the importance of building stronger relationships with customers;
- Plan, execute, and review the value added sales call;
- Respond effectively to price objections and negotiate win/win outcomes;
- Explain how to sell to High-Level Decision Makers; and
- Demonstrate how to increase customer loyalty and retention.

Value-Added Selling Seminar

Topic Outline

Introduction to Value-Added Selling

Value-Added Selling is more than a seminar or book—it's a business philosophy. Participants learn what it means to be a value added salesperson and what buyers want from sellers. Participants discover they sell a three-dimensional solution: product, company, and themselves.

- Value is more than a cheap price
- Your Value-add-itude™
- Principles of Value-Added Selling
- Price objections are self-inflicted wounds
- What buyers really want from sellers
- How discounting destroys profitability

The Value Added Sales Process

Effective selling parallels efficient buying. In this module, the participants are taught how to think as customers think, identify their value added—both company and personal—and how to present their total solution to customers.

- The Critical Buying Path™
- Identifying your company's value added
- Identifying salesperson's value added

Value-Added Selling Strategies

There are eleven strategies that effective salespeople use to identify and pursue opportunities. In this what-to-do module, the participants are taught how to pursue and secure new business while protecting and growing existing business.

Value added offensive selling strategies

- Target Selection (identifying viable sales opportunities)
- Target Penetration (selling at different levels in an organization)
- Customer-izing (thinking as customers think)
- Positioning (maximizing your image)
- Differentiation (selling against the competition)
- Presenting (why customers should buy your solution)

Value added defensive selling strategies

- Serving (logistics support)
- Relationship Building (building strong customer bonds)
- Tinkering (continuous improvement and re-creating value)
- Reinforcement (getting credit for your value added)
- Leveraging (full account penetration—vertical and horizontal)

Value-Added Selling Seminar

Value-Added Selling Tactics

Effective salespeople know how to sell and how to think about selling. In this how-to module, we teach the group how to plan, execute the value added sales call, and evaluate their efforts.

- Pre-call planning
- The Value Added Sales Call
- Resolving objections
- Post-call Review
- Practice role plays

Hi-Level Value-Added Selling

Eighty percent of High-Level Decision Makers (HLDM) are involved in major sales; yet, fewer than ten percent of salespeople feel comfortable selling to these HLDMs. In this module, we teach the group how to initiate contact and sell to the HLDM.

- What is Hi-Level Value Added Selling?
- Why salespeople fail to call at the top
- Who is the High-Level Decision Maker?
- Gaining access to the HLDM
- Thinking style and priorities for the HLDM
- Reducing distance between the salesperson and the HLDM
- How to make the HLDM sales call

Crush Price Objections

The number one objection that salespeople face is price objections. In this module, we teach the group how to persist when buyers resist—how to effectively respond to price objections and hold the line on pricing.

- Realities of price objections
- Nine rules for presenting price
- Thirty-eight ways to respond to price objections
- How to negotiate better deals

Closing Module

Transfer of skills depends on attendees understanding how to use these ideas when they leave the seminar and go back into their sales territories.

- Course recap
- Usage and application tips
- Action plans

Value-Added Selling Seminar

Seminar Benefits

Here are ten important reasons to attend this seminar. You will enjoy these benefits by learning and applying the principles of Value-Added Selling:

- Sell more profitably;
- Build your confidence and your competence;
- Gain greater control of the sales process and navigate it smoothly;
- Project a more professional and powerful image;
- Close more confidently and effectively;
- Develop more stable and stronger relationships with customers;
- Nail shut your back door and lose no business;
- Increase your personal value to your customer and to your company;
- Crush price objections and hold the line on your prices; and
- Think, plan, and execute more strategically.

Need more reasons to sign up?

There is plenty of take-home value in this program. Attendees receive three of Tom Reilly's books, a training manual, a four-CD follow-up package, Value-Added Selling worksheets for developing collateral support material to document value added, and a follow-up manual with twelve exercises designed to reinforce the skills acquired in this program.

Seminar fees and dates

The fee for this two-day seminar is \$1,000 per attendee and there is no multiple attendee discount. The seminar fee includes all training materials, coffee breaks, and lunches.

We invoice upon registration and the fee is due prior to training. You may contact our training center (636) 537-3360 for hotel and ground transportation information. Schedule your flights into St. Louis Lambert International Airport.

In-house training programs

Value-Added Selling is also available as an in-house, company-specific training program. If you have twelve or more people to train, you may want to consider this option. Contact our office for additional information on how you can schedule this program for just your sales force at your place or ours. These are the benefits of in-house training:

- Customized presentation of the topic;
- Cost-effectiveness;
- Customized role plays and case studies; and
- We discuss relevant sales problems that are specific to your sales force.