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*Compete on your total value, not just on price*

*Identify viable sales opportunities and penetrate these accounts thoroughly from the shop floor to the top floor*

*Get the credit you deserve and increase business with existing customers*

*Build your confidence and your competence*

*Identify and communicate your value-added more effectively*

*Increase your personal value to the customer and to the company*

*Nail shut your back door on existing customers*

*Develop more stable and stronger relationships with customers*

*Project a more professional and powerful image*

*Gain greater control of the sales process and navigate it smoothly*

## COURSE DESCRIPTION: VALUE-ADDED SELLING

Value-Added Selling is more than a book or seminar; it is a philosophy. This sets Value-Added Selling apart from other books and training.

Value-Added Selling is built on a simple, yet powerful, value-added philosophy: Do more of that which adds value and less of that which adds little or no value. Because salespeople learn a philosophy of selling, they are not limited by the techniques we teach them. Their natural creativity and passion for this message encourages them to test new ideas, strategies, and tactics.

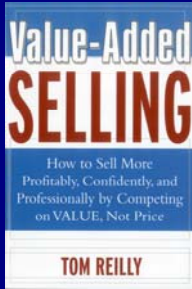
Value-Added Selling teaches salespeople how to think about selling. Their conceptual grasp of the selling process coupled with their strategic insight and tactical expertise give them a competitive edge over salespeople who simply go through the motions. Value-Added Selling teaches them to ...

- Think like customers;
- Sell their total solution; and
- Pursue new business while focusing on the retention and growth of existing business.

Value-Added Selling is a customer-centric approach to business. This means salespeople learn to view their solutions through the eyes of the customer. They soon develop an understanding of their total solution as value-received, not just value-added. Value-added salespeople find that their focus on making a difference for the customer results in making all the deals they can handle.

Value-Added Selling is a total-solutions approach. This teaches salespeople to look beyond the core-commodity product that they sell. Salespeople learn to view their solution along the three dimensions of value: product features and benefits, company value-added services, and salesperson value. They discover the essence of differentiation—that the same product, from the same company, from two different salespeople is really two different solutions altogether.

Value-Added Selling is a blend of offensive and defensive selling strategies. Offensive selling is the acquisition of new business while defensive selling is the retention and growth of existing business. Value-Added Selling teaches salespeople that both dynamics must be in place for them to extract



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maximum value from their territories. This emphasis on defensive selling—the retention and growth of existing business—is unique to Value-Added Selling.

Value-Added Selling is a unifying sales philosophy for the entire sales force—veteran and rookie alike. Because Value-Added Selling is a primer for professional selling and philosophically based, new salespeople learn a business philosophy to launch their careers. For veteran salespeople, Value-Added Selling is a shot-in-the-arm refresher of what made them successful while learning new ways to sell their total value.

## **General Objectives**

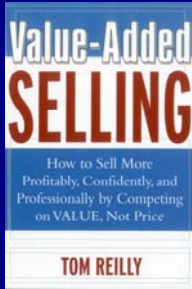
Value-Added Selling helps salespeople reach their full potential by increasing their knowledge, skill, and sales proficiency. Salespeople learn to ...

- Focus strategically by identifying high-value target accounts, fully penetrating these accounts (from the shop floor to the top floor), and thoroughly understanding the buyer's needs.
- Persuade buyers with positioning, differentiating, and presenting compelling reasons for why the buyer should choose the salesperson's total value.
- Support customers by making it painless for them to buy, and by building personal and professional relationships with buyers.
- Sell deeper after the initial sale by seeking ways to re-create value, getting credit for their value-added, and fully leveraging existing customer relationships.
- Plan and execute tactically the Value-Added Selling philosophy.

## **Specific Objectives**

Value-Added Selling is outcome-based training; you see immediate results. This means that at the end of this seminar, salespeople will be able to do the following:

- Describe the value-added business philosophy and elaborate on why it is a viable go-to-market strategy.
- Define value-added selling and explain why it makes sense for them.
- Identify their value-added and articulate it persuasively.



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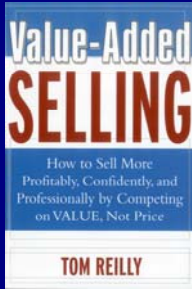
- Change the conversation with the customer from price to total value.
- Penetrate the highest levels of their accounts and talk to high-level decision makers.
- Explain how they can use customer-messaging to differentiate their solution.
- Discuss the buyer's Critical Buying Path™ and how this model helps them design and deliver compelling presentations.
- Describe how they can become more effective in their offensive selling efforts to identify and pursue new business opportunities.
- Plan a defensive selling campaign that enables them to increase customer retention, get credit for their value-added, and extract maximum value from existing customers.
- Name the three steps in the tactical sales process.
- Demonstrate the four-step value-added sales call in a practice role play scenario.

## ***Value-Added Selling (Day one)***

### **The Value-Added Selling Philosophy**

This opening module introduces salespeople to Value-Added Selling and encourages them to embrace this sales philosophy.

- The Value-Added Organization—how companies compete with value-added
- Introduction to the value-Added philosophy
- Introduction to Value-Added Selling
  - Value is bigger than price
  - It's more than a course; it's a course of action
  - The payoff of Value-Added Selling
- What buyers really want from sellers—it's not just a cheap price
- Customer messaging
  - Identifying your value-added
  - Constructing your Value in Purchasing List



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- Creating your Value Proposition
- Identifying your Unique Selling Proposition

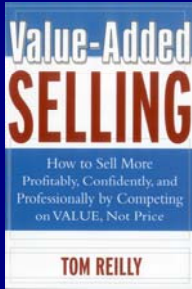
## **The Value-Added Sales Process®**

This module is a conceptual and strategic overview of the Value-Added Selling Process®. In this module, salespeople learn about the eleven things they must do to sell their value-added solution.

- Critical Buying Path®
  - Identifying the steps customers go through to procure total value and leverage the solution
  - Understanding value from the customer's point of view
- Value-added offensive selling strategies (how to identify and acquire new business)
  - Target Selection (identifying viable sales opportunities)
  - Target Penetration (selling at different levels in an organization)
  - Customer-izing (getting inside the customer's head)
  - Positioning (maximizing your image)
  - Differentiation (selling against the competition)
  - Presenting (why buy your solution)
- Value-added defensive selling strategies (how to retain and grow existing business)
  - Serving (logistics support)
  - Relationship Building (building strong customer bonds)
  - Tinkering (continuous improvement and recreating value)
  - Reinforcement (getting credit for your value-added)
  - Leveraging (extracting maximum value from your accounts)

## **Value-Added Selling (Day two)**

These modules focus on the tactical side of Value-Added Selling.



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## **Pre-call planning**

- Six call preparation questions salespeople must ask before every call
- The Call Planning Guide®

## **The Value-Added Sales Call**

- Opening with impact
  - Establishing rapport
  - Previewing your objectives
- Probing for needs: The Needs Analysis
  - Mechanics of probing
  - Three critical probing areas of customer needs
- Presenting your company's solution
  - Presentation style—personal persuasion
  - Presentation substance—designing compelling messages
- Closing strategies: Gaining Commitment

## **Post-call activities**

- Analysis of the sales call
- Follow-up action and strategies

## **Role Play (practice with feedback)**

### ***Value Proposition***

When salespeople embrace the Value-Added Selling philosophy, adopt its attitudes, and execute its strategies and tactics, they compete aggressively and profitably in their markets.