



HYBRID PROGRAMME

# VALUE-BASED SELLING



# OVERVIEW OF THE TRAINING

- The Value-Based Selling Training Programme is for all salespeople and their managers who want to build economic value-based solutions for customers and thus improve sales performance.
- After the training, you will understand the elements of value-based selling and how the sales process works. You will also get models for handling arguments and tools to implement the sale.

## DIGITAL LEARNING PATH

### CLASSROOM- /VIRTUAL TRAINING

- An inclusive and guided digital learning path, where you can see both your own progress and also witness the advancement of fellow participants in the same program. A coach is present on the path.
- Classroom/virtual training uses discussions, group work and case exercises as a working method. The training will apply and practice what has been learned in the digital learning environment.



# EVERYDAY CHALLENGES

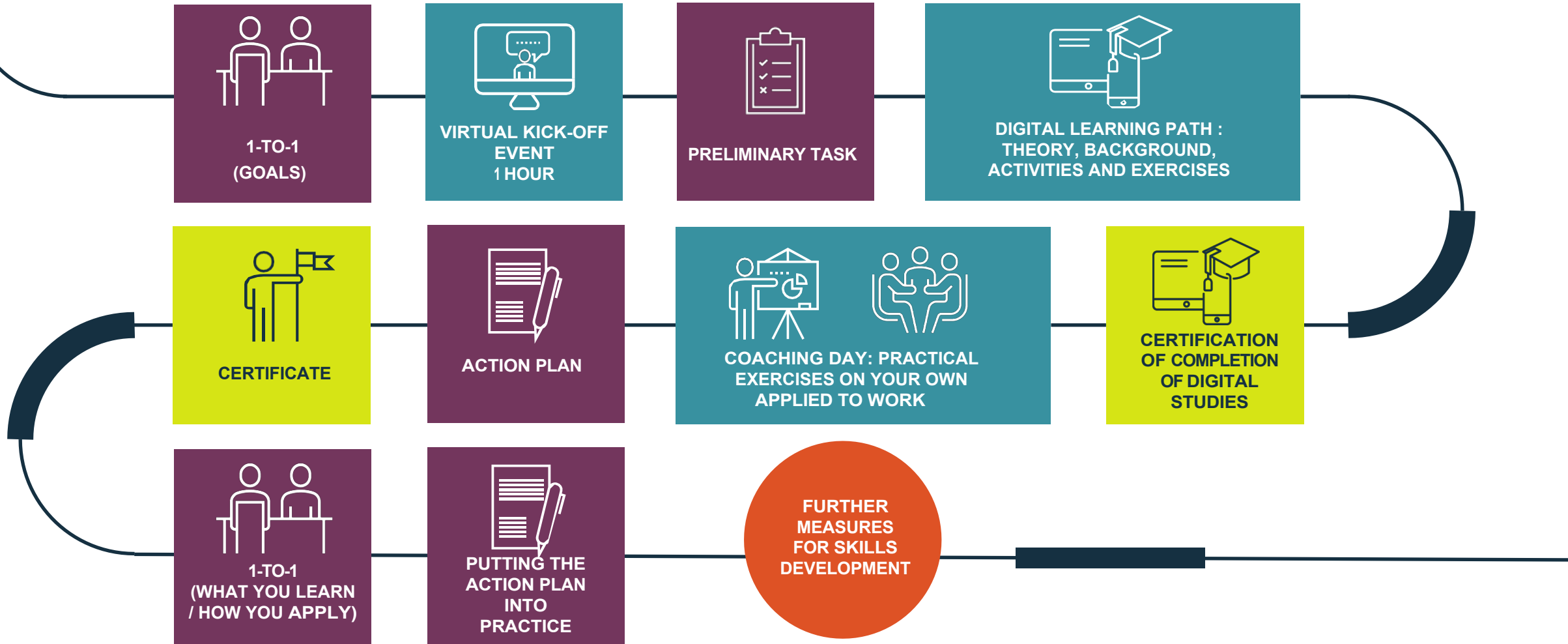
- Do you often feel that it is difficult to get your message across to your customers and that they do not understand the economic value of your product or service?
- Does the customer often feel that the service or product you offer is too expensive?
- Do you sometimes find it difficult to understand your customer's real needs and business situation?

- Are you sure you know who is in the client's decision group and what their power relationships are?
- Can you explain the difference between tangible and intangible customer benefits?
- Do you need to learn how to build a convincing value proposition and present it in such a way that the customer understands the economic benefits of your solution?

# THE BENEFITS OF TRAINING

- You will understand the different elements of value selling and how the value-based selling process works.
  - You'll get a range of concrete tools to help you make the sale, including a value-based selling offer structure.
  - You will be able to identify the financial drivers and metrics of the client to build a value-based proposal.
  - You will be able to identify the client's decision team and the power relationships between different people and effectively address these at different stages of the sales process.
- You can assess whether an identified sales opportunity is worth developing further, and what information still needs to be gathered from your customer to build a value-based solution.
  - You can build a value-based offer and present it to the client's decision team.
  - Get tools and templates for handling client arguments in decision negotiations.

# Progress of the training programme ( 1 month)



# CONTENT OF THE COACHING PROGRAMME



## VIRTUAL KICK-OFF

- Introduction of the coach
- Objective and content of the programme
- Implementation method and orientation to studying on the learning path
- Introductions of participants and expectations
- Action Plan
- Preparing for a coaching session: a mid-term exercise
- Digital Learning Path available for six months

## DIGITAL LEARNING PATH

- The main elements of value-based selling
- Analysis of the client's business situation and financial indicators and targets
- Building a value-based offer and solution
- Communicating and presenting the offer to the decision team
- Working on the possibility of selling personalised value
- Engaging the customer and dealing with issues related to contract negotiation



# CONTENT AND SCHEDULE OF THE TRAINING DAY

- Making the main elements of value-based selling concrete for your customers
- Concretisation of client business situations between the coach and the participants
- Preparing and presenting a value-based proposal and offer and exercises in small groups
- Preparing for possible counter-arguments in future final negotiations - key techniques and tools
- Building an action plan and deciding on the next steps.

## TRAINING START DATES 2024

KICK-OFF WEBINAR  
20.5.2024 10-11 am

TRAINING F2F  
13.6.2024 9-17 pm  
Vantaa

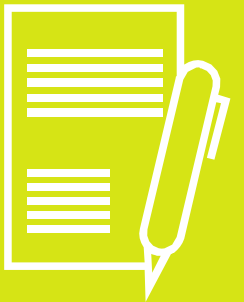
## LOCATION OF THE TRAINING DAY

Scandic Helsinki Aviacongress,  
Robert Huberin tie 4, Vantaa

## PRICE

2 190 € + VAT

The price includes a day meeting package with refreshments







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