



DEVELOPING DISTINCTIVE VALUE PROPOSITIONS



Developing Distinctive Value Propositions

Constructing a Winning Business Case In today's value-focused environment, decision makers require a financial justification for most significant investments. Our workshop ensures that your sales teams are prepared to justify spending decisions using financial measures, and can clearly articulate the value created for the business as a result of the investment

A Value Proposition

Example *An investment of \$250K in our server solution should help decrease the time-to-market for your product development, allow you to reach your stated objective of growing market share by 5% over the next year, thereby achieving your targeted increase in net income \$500K, and result in an IRR over a 3-year period of 100%.*

This workshop will give sales teams the skills & tools to develop, deliver, & defend a distinctive value proposition. Customer-facing professionals learn to build & articulate a single sentence summary & a business case of the potential value that their business solution will bring to a customer.

Workshop Objectives

- Distill the value proposition of your product or service into a single sentence, clearly-stated financial argument.
- Directly align the costs and key benefits of a solution to the customer's needs and strategic goals.
- Connect the sales team to the key decision-makers within the customer organisation.
- Arm your key sponsors and stakeholders with a compelling business case to secure the required resources and internal support for your solution.

Benefits of Attending

- Map solutions directly to the customer's distinct buying criteria.
- Increase the velocity of the opportunity pipeline by prioritising legitimate deals and discarding the duds.
- Get customer buy-in by working with them directly to quantify the value proposition of the solution.
- Enhance positioning within an account beyond traditional boundaries.

- Navigate your client's political landscape to create a business case that resonates with stakeholders.
- Prepare an executive-level presentation that avoids classic but lethal pitfalls, and earns the applause your solution deserves.

Who Should Attend

Customer-facing sales professionals, including:

- Sales Professionals
- Technical Support
- Field Marketing Specialists
- Customer Service
- Sales Specialists
- Sales/Service Leadership

Workshop Design

- 2-day instructor-led workshop
- Students work in teams of 3-5 people each
- Structured feedback from peers and expert instructors
- Practical tools: case studies, job aids, hands-on exercises
- Team competition of customer presentations and feedback loop.