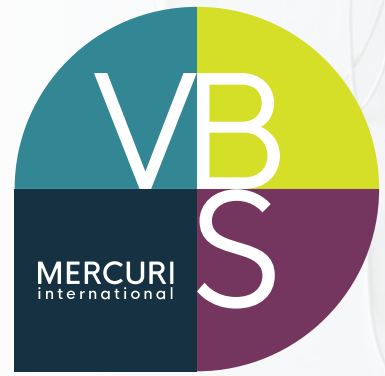




Mercuri International

# VALUE BASED SELLING



# PROGRAM OVERVIEW

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## WHY VALUE BASED SELLING?

A salesperson may struggle getting their message across and the customer may not perceive the value of the offer. In those challenging selling situations, a traditional sales approach is not enough.

### AUDIENCE

All sales professionals who want to learn a methodology to find new areas of value and how to deliver it to the customer.

### DURATION

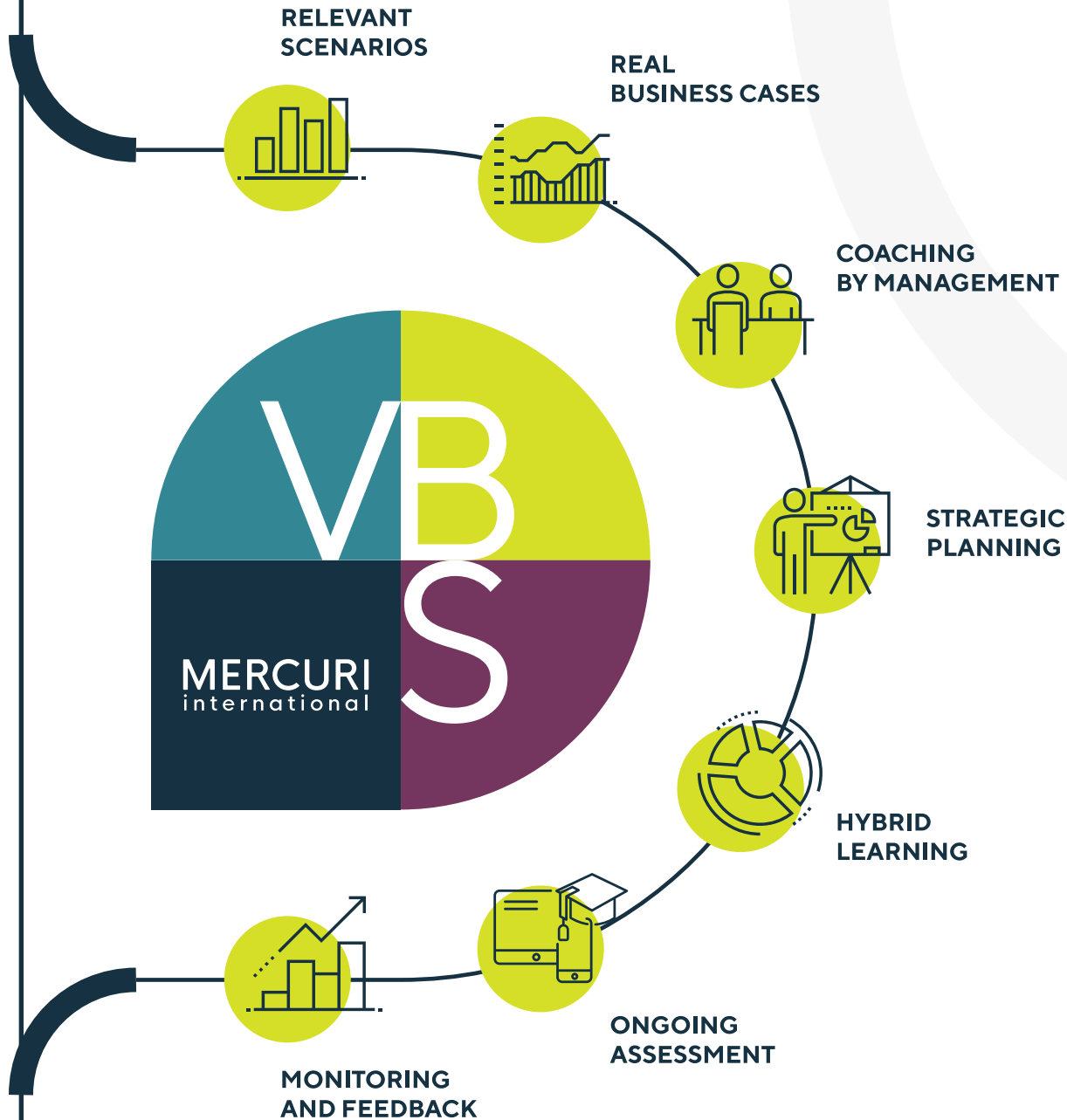
Digital content: **11 hours**

### DELIVERY FORMAT

Digital modules in combination with face-to-face or virtual classroom.

Interactive content, videos, exercises, questionnaires, downloadable documents and open forums to connect with the community. All material is supported from laptops, tablets and smartphones.





### RELEVANT SCENARIOS

Trainers apply and conduct roleplays based on case studies, fictitious but relevant to the participants' specific business situation.

### REAL BUSINESS CASES

Learners use their own real cases to apply the method in their daily business life.

### COACHING BY MANAGEMENT

Managers are trained to coach their teams on applying VBS.

### STRATEGIC PLANNING

Content and activities are customized to address the business goals and challenges of your organization.

### HYBRID LEARNING

To address needs and learning styles of each learner, different formats such as face-to-face, virtual and digital, are applied in the most effective way to develop an ongoing learning experience.

### ONGOING ASSESSMENT

Learner's progress is constantly monitored, both in terms of improved skills and business results.

### MONITORING AND FEEDBACK

To measure the impact on your business performance.

# CONTENT DESCRIPTION

## The RISE Process

### Understanding Value Based Selling

Understand what Value is and how it works, learn the difference between traditional selling and Value Based Selling and discover when is appropriate to use this technique

**RESEARCH**

- Analyze**  
Customer Situation
- Identify**  
Buying Reasons
- Tune In**  
with Your Customer

Uncover the customer's industry's drivers, business & operational objectives, personal motives and operational issues

**INVENT**

- Develop**  
Value Proposition
- Compare**  
to Competitors
- Quantify**  
the Value

Link your customer's business issues to the value elements of your solution and quantify its value by demonstrating it with facts and figures

**SHOW**

- Prepare**  
Business Proposal
- Position**  
Your Solution
- Present**  
to Decision-Makers

Prepare the best suitable offer that effectively positions the solution, highlight the unique value that differentiates it from your competitor's, and illustrate its advantages, benefits and value

**ENGAGE**

- Obtain**  
Customer Commitment
- Discuss**  
Terms and Conditions
- Define**  
Project KPIs and Plans

Deal with objections (even the pricey ones!) in order to close a commitment, discuss the terms and conditions and close the deal

# CONTENT OVERVIEW

1

## UNDERSTANDING VALUE BASED SELLING

- The RISE Process
- Differentiated Selling
- Empathy Projection Test

2

## RESEARCH -PART 1

- The FOCA Technique
- Discovering your Clients Needs and Motivations
- Ensuring Cooperation: Understanding your Key Stakeholders
- Contact Alignment

3

## RESEARCH - PART 2

- Understanding your Customer's Needs
- Asking Questions
- Need Discovery

4

## INVENT YOUR VALUE PROPOSITION

- The Power of Value
- Getting to Know the Different Levels of Communication
- The Value Chain and Competitive Advantage

5

## SHOW YOUR VALUE PROPOSITION

- The Value Story
- Using Storytelling to Engage your Audience
- Argumentation

6

## ENGAGE YOUR CUSTOMERS

- How do you Deal with your Customer's Objections?
- Dealing with Clients' Objections
- How to Be Assertive in Difficult Situations
- Handling Objections

7

## RECAP AND PRACTICE

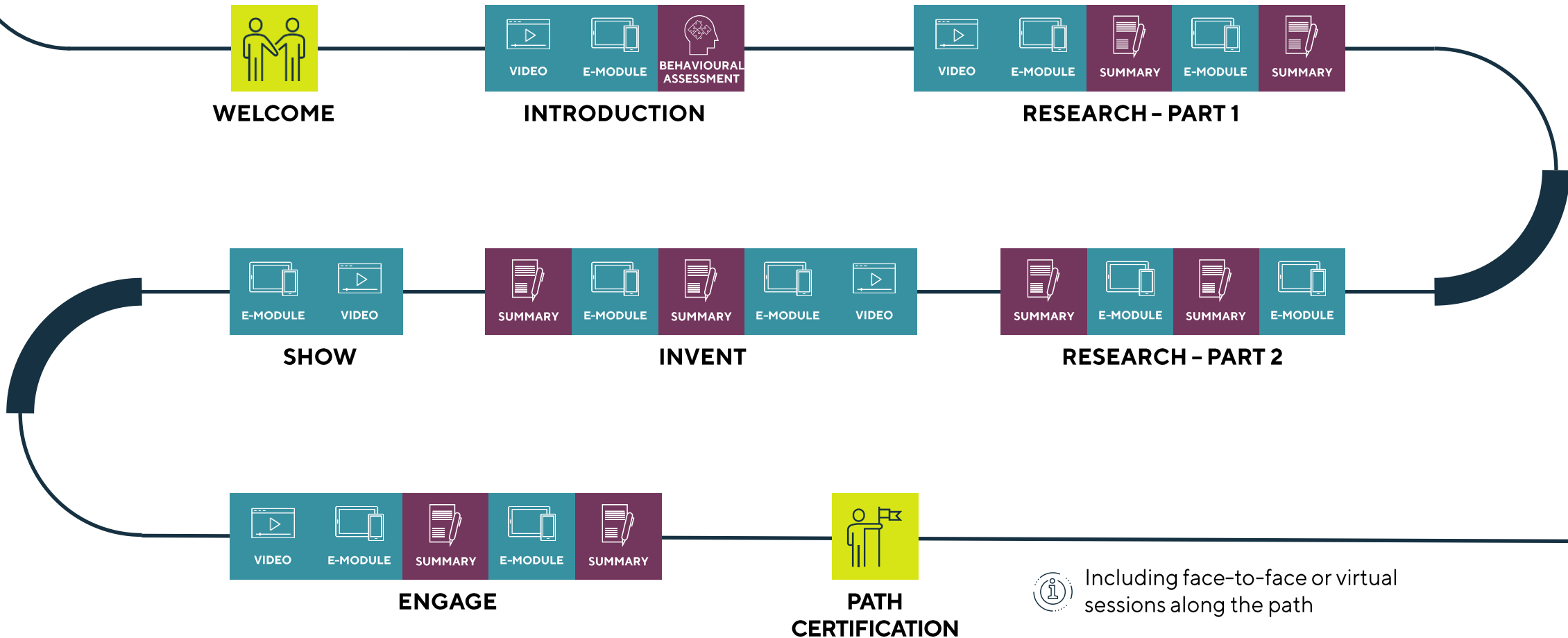
- Handbook
- Takeaways

8

## ANALYZING OPPORTUNITIES AND CASE PREPARATION

- Opportunity Plan

# LEARNING PATH





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GROW YOUR PEOPLE,  
GROW YOUR BUSINESS

