



Value Based Consultative Selling Effectiveness Assessment

We Will Invest In Your Success





Value-Based Consultative Selling

Value-based selling is a common term used to describe a consultative sales approach, rather than a product, service or solution-centred approach.

The reality is that the more value you can identify for the client, the more value you will typically create for yourself in return. Most of the common challenges salespeople cite, such as deal momentum, senior stakeholder access, negotiation hurdles and client urgency, are all positively impacted by the amount of value you can help identify.

Overall, value-based selling is a strategic and client-centric approach that enables sales professionals to effectively position their products or services as solutions that deliver tangible value. By aligning the offering with the client’s needs and goals, value-based selling drives increased client relevance, differentiation, sales conversion, client satisfaction, and profitability in a B2B sales environment.

Value Matters Above All Else

Top performers appreciate that solutions have no inherent value. Value is only derived for the client when the solution solves business challenges or creates desired business outcomes.

Value is the only thing that motivates a client or prospect to act and move from where they are today to where they want to be.

Value Aligns Buyers And Sellers

Buyers and sellers want the same thing, which is a solution that takes them to where they want to be in a way that delivers business value.

The more value we identify for our clients, the more value we will realise for ourselves.

Do Your Teams Really Understand Value?

Understanding value in sales is a multi-dimensional concept that goes beyond the superficial benefit of a product or service. It involves understanding what constitutes value in the eye of the client from the perspectives of business outcomes, solution requirements, provider attributes and individual needs.

Each of these perspectives requires different conversations and yields different measures of value, such as return on investment (ROI), the creation of internal champions or ‘navigators’, differentiation, and cost of inaction (COI).



Business value, for example, might be quantified in terms of improved revenue or reduced costs, while individual value might be reflected in enhanced compensation or personal development.

Solution value is often measured by time savings and usability, and provider value by service capability and expertise.

Truly grasping these layers of value can be a significant factor in differentiating offerings in a crowded market.

		Outcomes
B	Business Value: Business results the organisation values when seeking to solve current challenges or create different and better business outcomes in the future.	Create ROI/COI *
I	Individual Value: Factors that individual(s) might value from a personal perspective when sponsoring or facilitating a solution or change.	Create Champions
S	Solution Value: Specific elements of value that your solution might provide. How you deliver what you do (technical aspects).	Validate Differentiate
P	Provider Value: Factors that might be of value if they choose you as an organisation. These have nothing to do with your solution and are related to you as a business.	Validate Differentiate

* Return on Investment/Cost of Inaction

We Will Invest In Your Sales Success

If you have a genuine intent to identify areas of improvement in your sales performance and implement a programme of change, we should have a no-obligation conversation to understand your challenges.

If we are aligned after our conversation and we believe we can add value, we will invest in your sales success. We will invest time and effort to review key performance metrics and analyse a selection opportunities and collaterals to identify and quantify areas of improvement.



The Assessment Process

The journey to improvement for our clients is a partnership.

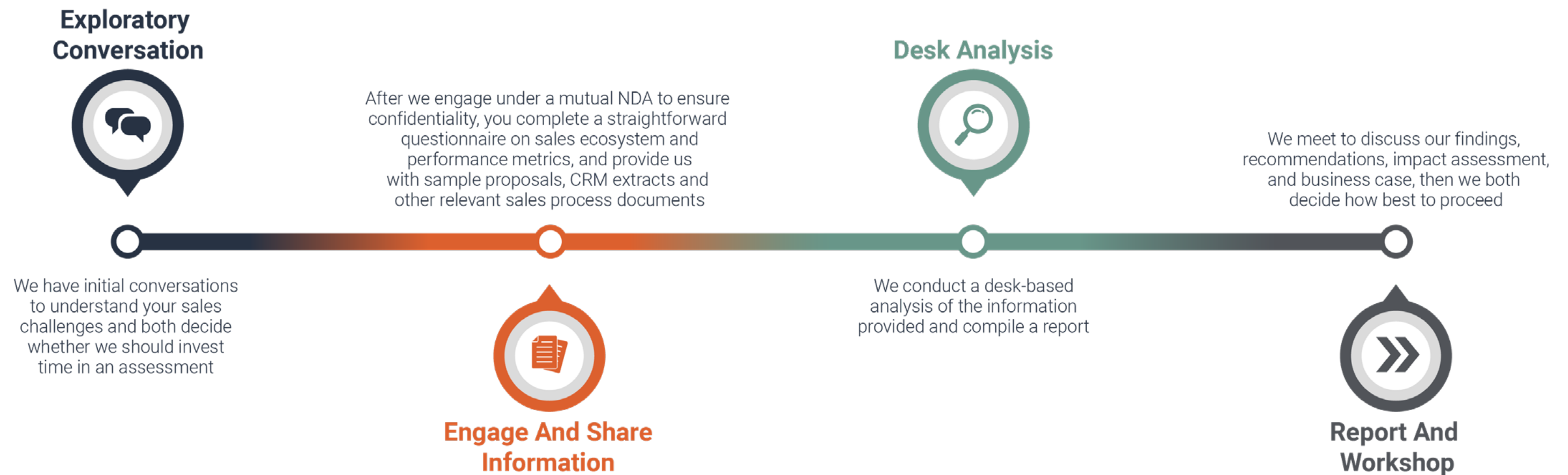
Our proven process ensures collaboration at every step as we co-invest to identify and quantify areas for sales performance enhancement. In evaluating the effectiveness of your sales team's consultative selling skills, we will review their proficiency in helping clients identify and realise value. Our assessment is designed to scrutinise and refine your approach, ensuring that every client interaction is impactful and meaningful.

Inputs:


- Confidentiality assured through a mutual NDA
- Comprehensive understanding via key KPI and performance questionnaire
- Review of existing sales collaterals and documentation
- In-depth discussions with nominated team members


Outputs:

- Simple report outlining findings and recommendations
- Detailed value-based selling assessment
- Analysis of client centricity and differentiation
- Impact assessment outlining potential revenue uplift
- Outline proposal to implement a change programme



Get in Touch

 The Sales Coach Network Ltd,
Phoenix House,
Withersfield,
Suffolk, CB9 7RY

 +44 (0)7977 577904

 les.gosling@thesalescoachnetwork.com

 [The Sales Coach Network](#)