



# VALUE BASED SELLING

Mercuri International

# VALUE BASED SELLING



## OBJECTIVE

The right methodology can help you find new areas of value and deliver them to your customers for improved results.



## WHAT YOU WILL LEARN

Get your customers to **perceive the true value of your offer** by getting your message across clearly and convincingly. In today's challenging selling situations, **a traditional sales approach is not enough**. And this module will give you all the solutions you need.

- Step 1: Understanding Value Based Selling: what is the power of Value?
- Step 2: Research: how to make a good needs' analysis?
- Step 3: Invent: how to build the best suitable solution?
- Step 4: Show: how to present your solution properly?
- Step 5: Engage: how to close the deal?



### Timeline

Alternative A) 11 hrs of digital learning  
+6 sessions (2 hrs each) of virtual  
classroom

Alternative B) 11 hrs of digital learning +  
3 days of instructor-led classroom



**This virtual path contains interactive content, videos, exercises, questionnaires, downloadable documents and virtual classrooms.**

**All material is supported from laptops, tablets and smartphones.**

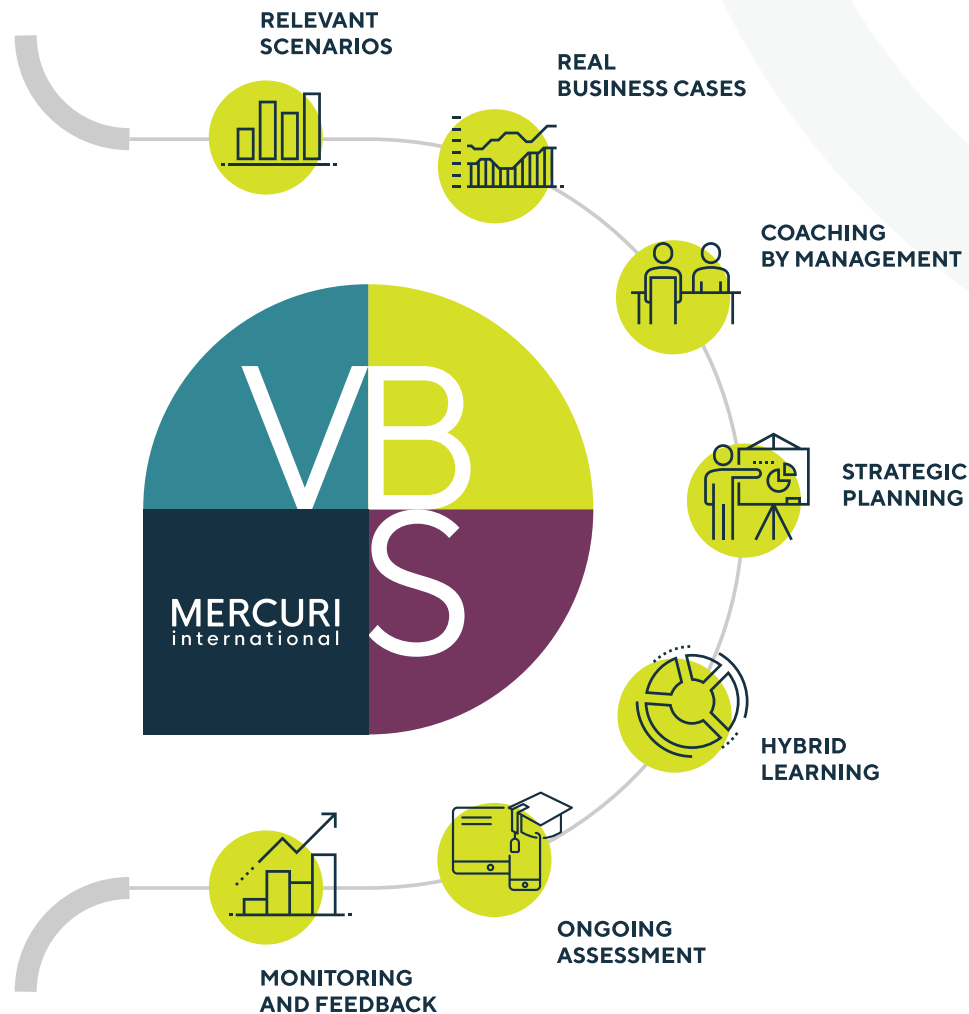


**EN - DE - FR - SW - IT - ZH - FI - NL -  
RU - PL**



**WITH AUDIO**

# TRAINING COURSE OVERVIEW



## RELEVANT SCENARIOS

We apply and conduct role plays based on case studies, fictitious but relevant to your specific business situation.

## REAL BUSINESS CASES

Learners use their own real cases to apply the method in the 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

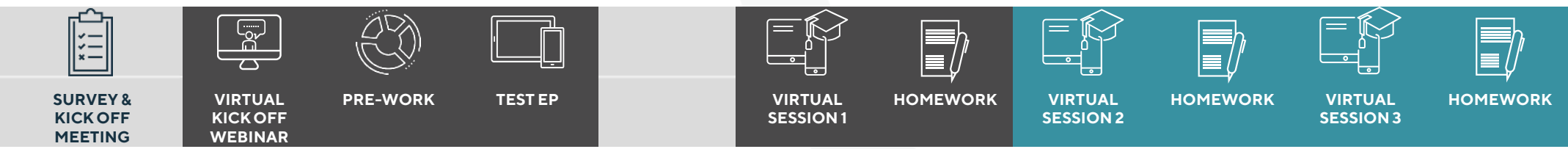
To address needs and learning styles of each learner, different formats such as face to face, virtual and digital, are applied in the most effective way to develop an ongoing learning experience.

## ONGOING ASSESSMENT

Learners progress is constantly monitored, both in terms of improved skills and business results.

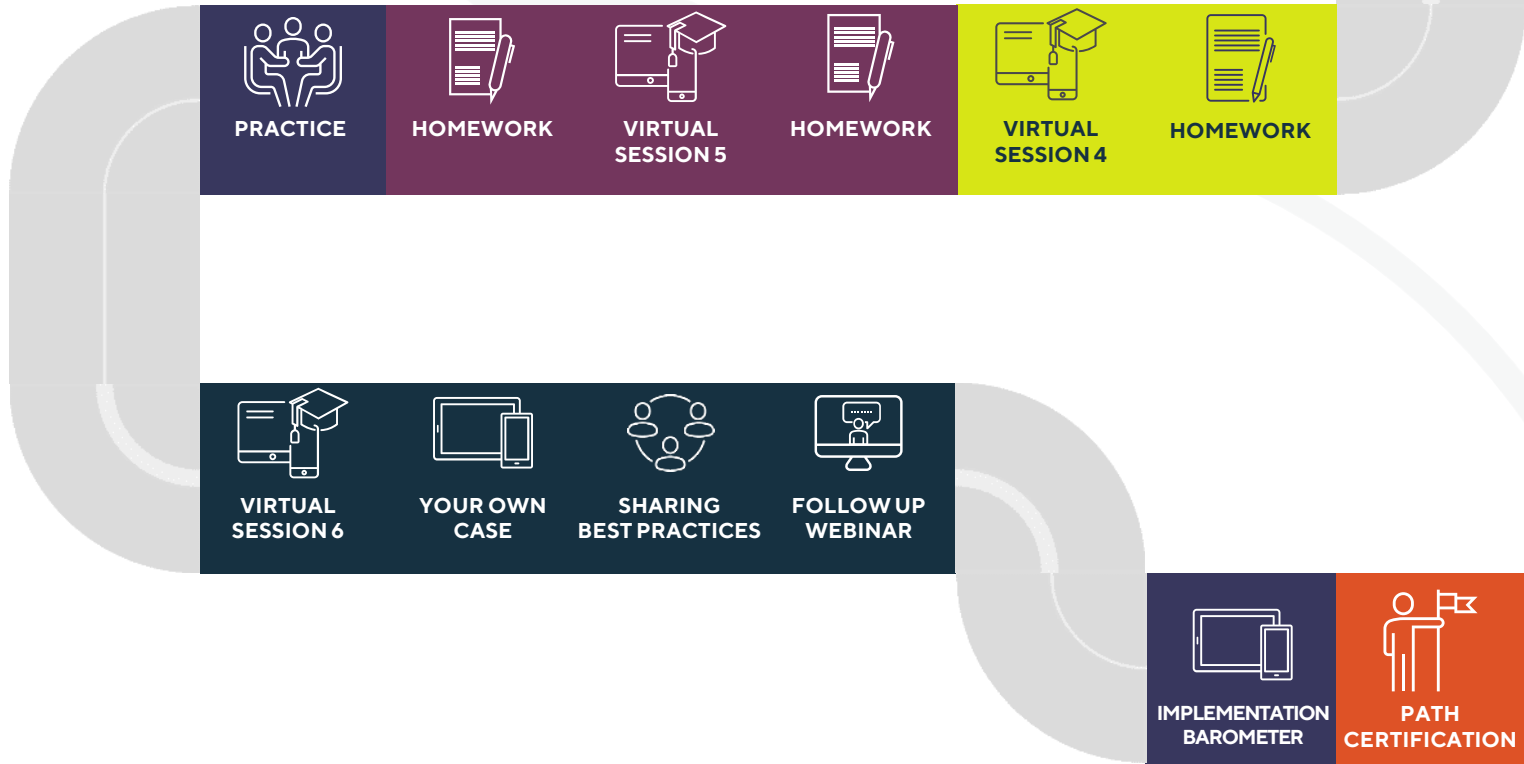
## MONITORING AND FEEDBACK

To measure the impact on your business performance.



## VALUE BASED SELLING

HYBRID LEARNING PATH WITH VIRTUAL TRAINING SESSIONS



# VALUE BASED SELLING

## The RISE Process



# VALUE BASED SELLING

## The RISE Process



### STEP 0

## UNDERSTANDING VALUE BASED SELLING

### **What is the power of Value?**

Find out:

- what Value is and how it works
- the difference between traditional selling and Value Based Selling
- when is Value Based Selling needed
- introduction to RISE: the 4-steps process that you can apply to deliver an effective Value Based Selling to your customers

# VALUE BASED SELLING

## The RISE Process



### STEP 1

## RESEARCH

### **How to make a good needs' analysis?**

What the customer tells you spontaneously is often not enough: behind their requests there are unexpressed drivers, objectives and issues, that you need to identify. You'll learn techniques on how to uncover customer's:

- industry's drivers
- business objectives, operational objectives and personal motives
- operational issues

# VALUE BASED SELLING

## The RISE Process



### STEP 2

## INVENT

### **How to build the best suitable solution?**

Build a tailored customer-specific value proposition that fits your customer's needs is important, but demonstrating the value of your solution and making it tangible and concrete is the key. You'll discover how to:

- link your customer's business issues to the value elements of your solution
- quantify the value of your solution and demonstrate it with facts and figures



# VALUE BASED SELLING

## The RISE Process



### STEP 3

## SHOW

### **How to present your solution properly?**

Some salespeople feel most comfortable talking about the stuff they know well... their products and services! But if you want to deliver a Value Based Selling, you have to shift your focus. You'll learn how to:

- prepare the best suitable offer that effectively positions your solution and to handle a sales conversation:
- highlighting your unique value to differentiate it from your competitor's
- illustrating the advantages, benefits and value of your solution demonstrating the impact on your customer's operational issues

# VALUE BASED SELLING

## The RISE Process



### STEP 4

## ENGAGE

### How to close the deal?

After your presentation, objections might occur and... you can't ignore them! Handling them in the right way is an opportunity to ask for a commitment. You'll practice how to:

- deal with objections (even the pricey ones!) to close a commitment
- discuss the terms and conditions
- close the deal

