



Selling the value

Stop giving away discounts and lowering your price. Learn to sell the value of your solution, tailoring it to your customer's specific needs and their four degrees of value. Prove, in financial and emotional terms, how you can add value to them, their business and their customers. An ideal companion course to 'Establishing the Need', 'Objection Handling' or as a standalone course to help you tailor your sell the value of your tailored solutions.

Around 2 hours • Face-to-face or virtual • Typically 4-15 participants • Supported by course notes • Interactive

Key course elements

The Need

- Tailoring your solutions to your customer's specific needs
- Using the customer's language

Features to Value

- Converting features to advantages, benefits and value
- The different types of value, from peace of mind to financial and beyond

Value

- Selling all four degrees of value (linked to the four degrees of need)
- Communicating value in the customer's terms
- Proving value

The Language of Value

- Using positive, powerful and persuasive language to communicate the value of your solution

Participants will learn to...

- Tailor your solution to the customer's needs using their language
- Communicate the benefits and value of your solution
- Sell all four degrees of value, linked to your customer's four degrees of need
- Communicate, demonstrate and prove the value of your solution using the customer's value terms
- Use positive, powerful and persuasive language to communicate the value of your solution in a positive light
- Sell on value, not price