

THE VALUE CHALLENGE

What's different about selling in your industry today versus one year ago? The answers are consistently the same. Lower margins, greater competition, more demanding customers. In other words, it's a more challenging marketplace.

Traditional sales techniques focus on closing product sales. This approach no longer works. Increasingly, executives are focusing beyond creating revenue and lowering costs to the improvement of their competitive positioning. As a result, today's marketplace is driven by knowledgeable customers looking for business partners. Those business partners need to constantly create value for their customers by helping to define their problem and supporting them to quantify the value delivered by their solution.

While the financial measures are still a critical business driver in your customer's organization, to some of your customer's business decisionmakers, cost isn't the only factor. A CEO will look at keeping shareholders happy.

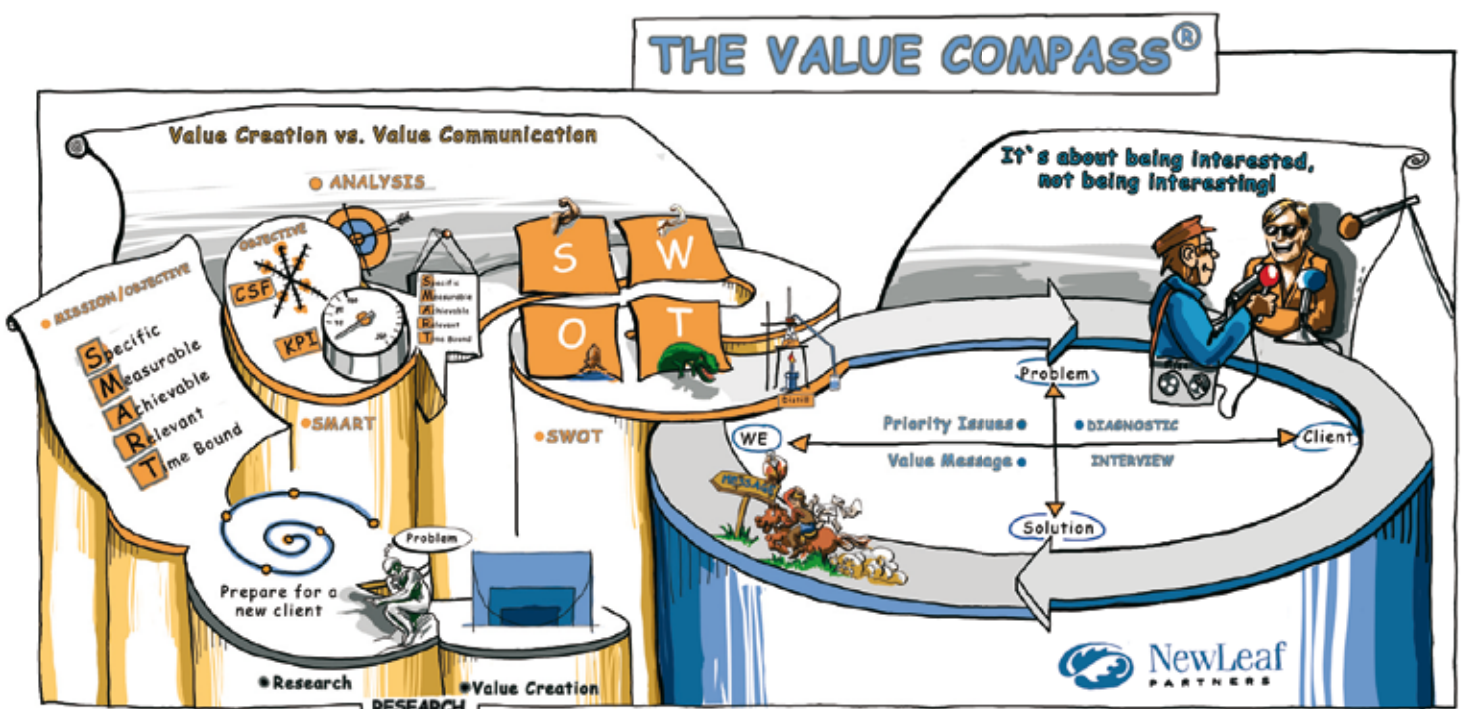
Value Compass® teaches you how to engage in a dialogue with high and mid-level executives that lets you create value for our business partners

A CFO will keep an eye on returns and profitability. A CMO wants to increase customer satisfaction and a COO will focus on improving operational efficiency. Each of those are critical goals and each will, in one way or another, contribute to the success of the organization. Trying to sell your solutions in a 'one size fits all' scenario in this environment will be counterproductive.

WHAT DOES THIS MEAN TO YOUR SALES TEAM?

First your sales team needs to understand and be able to evaluate each executive's objectives, business drivers, priority issues and motivators. In short your sales people need to understand your customer's business. The sales team needs to be able to diagnose the customer's business using the customer's language.

The sales team needs to be able to solve the customer's business challenges by linking its solutions to the customer's problems, needs and requirements.



WHAT IS THE VALUE COMPASS WORKSHOP?

The Value Compass® is a selling skills workshop that is directed towards those sales professionals who want to create measurable value for their customers. The workshop will introduce you to the **Value Compass**®. A consultative engagement methodology that helps your sales force link their solutions to the customer's business initiatives.

Using a proven set of methodologies and metrics, our experts will take you through a step-by-step executive engagement process. Salespeople will learn how to use the SMART SWOT tool to uncover their priority issues. Based on those priority issues, they will prepare and exercise an executive sales call. They will learn to create powerful value messages using customer language and metrics. Finally, using the Profit Map they will then visualize the impact of the solution on the customer business.

Applying this methodology your sales teams will uncover the client's motivation to invest and create a compelling reason to buy. They will significantly increase the number of business opportunities and shorten the sales cycle.



RESULTS

The Value Compass® forms the link between skill execution and methodology application.

It helps your sales team:

- 1. Sell higher up in the organization by dealing directly with the customer decisionmakers**
- 2. Keep the dialogue focused tightly on the customer's business issues**
- 3. Actively work with your customer on critical business issues**
- 4. Demonstrate at the appropriate time how your product or service can positively impact your customer's competitive position**
- 5. Create an executive engagement plan**
- 6. In effect, become a trusted business advisor**