

External Sales Advanced

Value based selling program

<p>Description</p>	<p>Training program where Account Managers who have already been through the Solution Selling training get to learn and apply the principles of using value based pricing principles over cost-based pricing principles. Based on the wisdom of Warren Buffet who states that the single most important decision effecting a business is pricing and that if an Account Manager has to have a prayer session before raising / defending a price then he has a terrible proposition. This program focuses on the "Invisible" value which account managers deliver to customers on a daily basis but very seldom make transparent. They will learn advanced techniques and tools to help them be successful with value based customer strategies.</p>	<p>Target Audience</p> <ul style="list-style-type: none"> ▶ All External Managers with good understanding of solution selling principles ▶ All Sales Managers managing teams and sales individuals
<p>Contents</p>	<ol style="list-style-type: none"> 1 What is the current situation and why is value based selling so important? 2 The performance catalogue or the basis of value based success 3 Developing the invisible value tower - making the invisible tangible 4 Step 1 - Why value based selling? - the value perception pyramid and buyer analysis 5 Step 2 - Where value based selling? - be specific about what you want to be achieve 6 Step 3 - What to do when doing value based selling - perfecting your presentation 7 Step 4 - How to conduct a value based buying conversation - advanced communication techniques 8 Step 5 - WOW - wow the customer by connecting to them at various levels 9 Value based selling role plays 	<p>Language</p> <ul style="list-style-type: none"> ▶ English ▶ Dutch ▶ French ▶ German ▶ Local language where needed <p>Duration</p> <ul style="list-style-type: none"> ▶ Core training – 2 days ▶ Comeback Day – 1 day (3 months after training)
<p>Learning objectives</p>	<p>Account Manager will understand how to conduct a value based customer conversation</p> <p>Account Manager will learn how to develop a powerful Partner performance catalogue</p> <p>Account Manager will learn to quantify the value and make invisible customer value tangible</p> <p>Account Manager will learn to use the five steps of a robust value based selling process</p> <p>Account Manager will learn to use advanced communication techniques to fortify the valuebased conversation</p> <p>Account Manager will learn how to develop a compelling value based presentation</p>	<p>Participants (max)</p> <p>▶ </p>
<p>Refresher</p>	<p>To ensure that the skills learned become part of the Account Managers' behavior, GROWTHCOACH organises a comeback day which will take place circa three months after the core training. During this day, the focus will be on what has worked / not worked, best practice sharing, skill refresh and focused role plays to practice selected techniques.</p> <p>The time between the core training and the comeback day can be effectively used for coaching support by the line manager.</p>	<p>Cost</p> <ul style="list-style-type: none"> ▶ Training 1.5 days POA ▶ Development time: tbc