

Value Based Selling Training

COURSE CONTENT

GET IN TOUCH



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About Multisoft

Train yourself with the best and develop valuable in-demand skills with Multisoft Systems. A leading certification training provider, Multisoft collaborates with top technologies to bring world-class one-on-one and certification trainings. With the goal to empower professionals and business across the globe, we offer more than 1500 training courses, which are delivered by Multisoft's global subject matter experts. We offer tailored corporate training; project Based Training, comprehensive learning solution with lifetime e-learning access, after training support and globally recognized training certificates.

About Course

The Value Based Selling training offered by Multisoft Systems is designed to transform the way professionals approach sales, focusing on understanding and meeting the exact needs of clients by delivering superior value.

Module 1: Value-Based Selling

- ✓ What is Value-Based Selling?
- ✓ Principles of Value-Based Selling Methodology
- ✓ Value-Based Selling Process and Techniques
- ✓ Differences and Similarities Between Value-Based Selling and Value-Added Selling

Module 2: Value-Added Selling Philosophy

- ✓ Real Meaning of Value
- ✓ Value ADD-ITUDE
- ✓ Customer-Focused Value
- ✓ Seller-Focused Value
- ✓ Value-Added Selling
- ✓ Characteristics of Value-Added Salespeople
- ✓ Price Facts

Module 3: Critical Buying Path, Value-Added Sales Process, and Customer Messaging

- ✓ Paradigms of Buying
- ✓ Critical Buying Path in Value-Added Selling
- ✓ Value-Added Sales Process and its Strategic Overview
- ✓ Customer Messaging
- ✓ Value Added

Module 4: High-Value Target Account Selection and Target Penetration

- ✓ Power of Discernment
- ✓ Strategic Focus: Developing Market Savviness
- ✓ Tactical Focus: Targeting Specific Accounts

- ✓ Awareness of Your Profit Piranhas
- ✓ Account Penetration Rules
- ✓ Level I, II, and III Decision Makers
- ✓ How to Talk Like a Level I, II, or III Decision Maker?

Module 5: Value-Added Selling Strategies

- ✓ Customerising – as a Process
- ✓ Positioning – Seller's Position in Buyers' Mind
- ✓ Differentiating –Definable and Defendable Differences as a Seller
- ✓ Presenting – Personalizing Your Message and Maximize Perceived Value
- ✓ Supporting – Supporting Strategies with Process and People Support
- ✓ Relationship Building – Cornerstone of Value-Added Selling
- ✓ Principles of Relationship Building
- ✓ Tinkering – Responding to Your Customers in their Doubts
- ✓ How is Tinkering Done?
- ✓ Value Reinforcement – Vital Components of Customer-Messaging Campaign
- ✓ Leveraging – Strategy for Maximizing, Optimizing, and Multiplying Efforts

Module 6: Value-Added Selling Tactics

- ✓ Canvassing –Process of Identifying New Sources of Business
- ✓ Getting Appointments – Four-Step Method for Getting Appointments
- ✓ Pre-Call Planning - Planning Your Sales Call
- ✓ Opening Stage – Impact Opening of Sales Call
- ✓ Needs-Analysis Stage – Analyzing Buyer's Needs to Sell Added Value
- ✓ Presentation Stage – Selling Three Dimensions of Value
- ✓ Commitment Stage (Closing) – Closing Sales on Right Time
- ✓ Handling Objections – Elaborated Ways to Respond to Price Objections
- ✓ Post-Call Activities – Conducting Post-Call Review