

Strategic Value Selling

The program is designed to provide Enterprise Sales staff with the tools and methodology to effectively execute strategic solution sales campaigns and longer-term strategic account development. It is a skills development workshop including live case studies of past, existing or future strategic sales campaigns.

More often than not small businesses are faced with pressure from large enterprise customers to reduce their price in order to win their business. Small businesses often succumb to such pressure and justify lower pricing as an “investment” in a long-term relationship with enterprise customers.

Analysis of win-loss reports of such campaigns frequently point to a failure by the small business sales staff to understand the value of the product, service or solution to the enterprise customer only to later realize that the value accrued to the customer did not justify a price reduction had it been fully understood from the outset.

The Strategic Value Selling workshop empowers sales professionals with the methodology and tools to adopt a value selling approach to solving enterprise challenges resulting in more effective and profitable business.

