

THE INTELLIGENT SELLING SERIES™

THE VALUE CREATION SELLING WORKSHOP™

Business Challenge

Clients have radically departed from their old ways of assessing the value in their relationship with you. They're armed to the gills with rich data on the impact of your solution and compliance demands are driving floods of well-scoped RFPs for even the most revered suppliers. Plus, the competitors still standing in your space are vigorously adding talent and product enhancements that are compelling. This is producing blurred lines of real value and a trend of clients injecting intermediaries to support their buying process. As a result, Sales and Relationship Management leaders need to move from price-driven bake-offs and transactional interactions to more value-creating experiences.

The Focus

The Value Creation Workshop™ provides institutional Sales and Relationship Management groups with tools, strategies and messaging to leverage their entire organization in creating client value. Participants will learn a different brand of preparation that uncovers the self-interests and motivations of a broader set of stakeholders while creating crisp messaging that stimulates genuine curiosity. Contact and conversation management strategies are provided against the backdrop of a relevant and custom-tailored case study and exercises. A Value Creation Think Tank module provides teams the flexibility to create solutions for clients, consultants, and purchasing that transcend their products and services. Participants work against their own clients throughout the learning experience.

Key Content

- Learning to avoid a commodity trap for your products and solutions
- Crafting hypotheses of value for target accounts and relevant stakeholders
- Uncovering reliable paths of influence and support with Organization Decision Maps
- Creating insight-driven messaging for executives, consultants, and procurement
- Stimulating dialogue and fostering the "second" meeting
- Managing clients ongoing to grow the relationship and to avoid RFPs

Outcomes

By participating in **The Value Creation Workshop™** participants will learn to:

- Map an organization and prepare ideas on how they can help, even before making contact
- Leverage research and preparation to inform messaging and secure high-value meetings
- Create the right conversations that validate clients and informs where you both can drive value
- Test solutions with your team and with clients to assess fit
- Employ strategies that actually enhance and grow the relationship and shorten the sales cycle
- Involve their own organization in high-value pursuits and overall relationship building



WHO WILL BENEFIT

The Value Creation Workshop™

is designed for seasoned Sales Executives and Relationship Managers who need to add value to clients – value that transcends their product or service.

DELIVERY

Delivered as a 2-day workshop with 90 days of situation-based reinforcement.

ABOUT

Bill Walton sales training (BWST) is a division of ProDirect, a nationally recognized value creation and sales training company. The firm specializes in helping clients un-blur the lines of differentiation between them and their fiercest competitors. Our value creation methodology is used among the who's who in the Financial Services, Energy, and Travel and Transportation Industries. Based in Princeton, NJ BWST serves clients in the Fortune 500.